

# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

12 West 31st Street, New York City

VOL. LXXVIII. NEW YORK, MARCH 21, 1912.

No. 12



Among new advertisers is a large corporation that less than two years ago would not consider that subject. Their line is by no means old, but the stream of business was such as to make all hands assume that, like the poet's brook, it would flow on forever. But it didn't.

Now they are doing general advertising, with every probability that they will have a more permanent form of prosperity.

Advertising is like the counter-weight on the driving wheels of the locomotive—it carries a business over dead centers and converts sudden impulses into steady progress; moreover, it gives a business distinct advantage over erratic competitors.

Don't think too long about that corporation—give yourself a chance.

**Philadelphia**

**New York**

**Boston**

**Chicago**

**Cleveland**

# A "BIG SPACE" MEDIUM

where the size of your appropriation  
does not affect the size of your ad.

No insignificant space.

No "buried" positions.

No obscure corners on "dead" pages.



The small advertiser's car card is just as large and can be just as attractive, or more so, as that of the advertiser spending an appropriation twenty times greater, the only difference being in the number of cars in which the cards are placed.

It takes a very large expenditure to make a "showing" in several newspapers, but in car-card advertising, no matter how limited the run, you can be sure that wherever your card appears it is a full sized advertisement occupying a position wholly as prominent as that of the largest advertiser.

The Subway and Elevated Lines of New York and the Brooklyn Rapid Transit System carry over THREE MILLIONS of industrious, earning, *buying* people DAILY. This immense circulation represents the FAR-RIDING "Time-to-Read" majority of Greater New York's car traffic.

Our rates are exceptionally reasonable, and for a slight increase we offer the privilege of a half-run or a quarter-run, or the whole run for one-half or one-quarter of a year.

Give your advertising a chance. Don't "bury" it. Keep it out in the light, in sight, day and night. Show your product in its true colors in a space larger than a newspaper's half page. USE CAR CARDS.

We have exclusive control of the Card and Poster Space of the Subway and Elevated Lines of New York and are Sole Agents for all Car Advertising in Brooklyn

## WARD & GOW

50 Union Square

New York

# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

VOL. LXXVIII. NEW YORK, MARCH 21, 1912.

No. 12

## CHAIN STORE ECONOMIES PRACTICABLE IN MANY LINES

GROWTH AND DEVELOPMENT OF THIS  
SELLING METHOD VIRTUALLY A  
CERTAINTY—EXPENSIVE, BUT  
OFTEN NECESSARY, TO GET OR  
KEEP AN OUTLET FOR ONE'S PROD-  
UCT—VIEWS OF A PROGRESSIVE  
MANUFACTURER-MERCHANT

By John H. Hanan,  
Of Hanan & Son, New York; Pres.,  
National Boot and Shoe Manufac-  
turers' Association and of the  
National Merchant Marine  
Association.

[EDITORIAL NOTE.—Ten generations of shoe men are back of the president of the National Boot and Shoe Manufacturers' Association. Before he made shoes for the public he made shoes for himself and his family. There was a time when he made, himself, every model his factory put out. To this day he would rather originate a last than do almost any other thing. Within his lifetime shoemaking has become an art. Shoes are actually built now with some reference to the anatomical requirements of the foot. And Mr. Hanan very naturally takes pride in having been an important factor in this development, and in setting his son's feet in the same shoes.]

With this grounding in his art, he ought to have been a good merchant, and he is. The particular achievement which other manufacturers will be interested in is the creation and extension of retail chain stores selling high-priced goods. It is an interesting and instructive story.]

If I could get all the outlet that I want for my factory, I would not retail a single pair of shoes.

That is the way I feel about chain stores. They are an economy; a progressive business development, but they also involve certain considerable drawbacks, which perhaps are not apparent on the surface.

One of the drawbacks is that the percentage of capital absorbed in retailing is in comparison with manufacturing as three to one. Nothing but the necessity for pro-

tection would induce a manufacturer to put three times as much capital into a retail development as would assure him the same profit if invested at the manufacturing end.

Another disadvantage is that merchandising is an entirely different undertaking from manufacturing, and in some ways more complex. It calls for a different sort of regulation and management and implies a different sort of experience and training in the manager or manufacturer. The manufacturer who undertakes to distribute his product through a chain of stores must have a strong grasp of business principles, uncommon energy and plenty of capital or he will run the danger of complicating his problem instead of solving it.

The greatest difficulty of all in connection with the chain store system is getting the right kind of managers. That is a problem with us just as it is with every other manufacturer. There is no shortage in the world to compare with the shortage of brains. If we could always get the right kind of men, that would put nearly every retailing problem on the way to solution.

But perhaps I can better explain what I regard as the advantages and disadvantages of the chain store system by speaking out of my personal experience.

The retail shoe business is the most difficult retail business in the world in which to make money. Why? Because it requires a larger amount of stock and a larger variety of styles and kinds than any other commodity a man or woman may desire. There are about four or five sizes of a glove; there are six or seven sizes of a hat, but there are twelve or thirteen sizes of a man's shoe alone and four to six widths, making a range of from

forty-eight to seventy-two fittings. There are about sixty different fittings of shoes in the average line.

If you sell one man a pair of your advertised shoes and the next man who comes in wants the same size, you cannot sell him unless you have stocked a number of pairs of the same size and kind.

You will see, therefore, what a difficult business the shoe business is. Not only does it call for brains and expert salesmanship on the part of your salesmen, but you must also see that you are not overstocked. It takes a great deal of thought to determine the average sizes and avoid loading up with the other sizes; some men are making a particular study of that subject. And there are many other phases of retail store management which call for equal study.

#### COMPETITION INSPIRED RETAIL IDEA

What first induced me to establish retail stores of my own was competition. I was never sure of a steady output. This was in the days before we branded our goods, while I was on the road for my father. I might establish a good trade in a certain town among four or five dealers and would think I had a reasonable right to expect the next season, when I came along to solicit their business, I would get a continuance of it.

But I would often be met at the threshold of the store with: "Here, I've got something a little cheaper than your goods now and that I can make a little more money on. I'll have to drop your goods."

That was discouraging, after I had tried to please all the whims of a certain line of customers. I would have to look out for good customers in other places; often I could not get a big customer to take the place of the one I had lost and I would have to look around for half a dozen smaller ones to fill that big hole.

So I began to realize that in order to manufacture successfully I must take some means to

assure a certain volume of demand and that the shifting nature of the demand among the dealers did not give any such assurance.

The secret of manufacturing success lies, of course, in increasing one's output without proportionately increasing the fixed charges. I saw that we could in a certain definite way control the fixed charges, and it seems to me as if there ought to be a way to control or assure the certainty of a right volume of output.

So I finally found myself reasoning it out in this way: "Well, here, if I had my brand on these goods, and they were meritorious, and if I spent money in advertising and calling attention to the fact in different large trade centers that so-and-so had my goods for sale, then it would not be so easy for that man to throw my line out the next season."

It was about thirty or thirty-five years ago when that idea came to me. Our factory was then in New York. My father had given me the reins of the business when I was about twenty-three years old, and I remember that when I put the proposition up to him of spending \$25,000 a year in advertising, the poor old soul was almost shocked to death. It was quite an advertising appropriation for those days. However, he let me have my way about it.

I commenced branding our goods then and advertising in large trade centers, urging everybody to take the shoes with the brand. I called attention to the fact that they were being advertised in trade centers.

In this way I gradually got about half of our customers to accept the line with our brand, but the other half of the trade preferred to have their own brands stamped on the shoes, as before. In those days many retailers manufactured a portion of the goods they retailed and wanted the public to believe that they made all of the goods they were selling. That is the custom to-day in ninety per cent of independent retail stores and we are probably one of the few manufacturers in the world who in-



There are no daily newspapers that dominate  
their field more thoroughly than

**The**  
**Providence Journal**  
**and**  
**The Evening Bulletin**

*THE PROVIDENCE JOURNAL*, "the Rhode Island Bible," established as a daily in 1829, is the only morning newspaper in this most densely populated corner of the United States.

*THE EVENING BULLETIN* is the largest daily newspaper in New England and carries the largest volume of advertising. Its circulation exceeds by many thousands that of any other daily in New England outside Boston.

Both are two cent papers, publish their circulation constantly and never vary from their rate card.

**Journal Building**  
**Providence**

New York.....CHARLES H. EDDY, 5024 Metropolitan Building  
Chicago.....EDDY & VIRTUE, 1054 People's Gas Building  
Boston.....L. E. PULLEN, 1147 Old South Building

sist that our name shall be on every shoe we sell.

I kept on advertising and pushing the branded goods with increasing success until at length I reached the conviction that we ought not to make any more shoes without branding them with our own brand. My father remonstrated at that and thought we would lose a great deal of trade. I said, "Father, just let us lose some," and we finally agreed to stand firm on that policy.

Well, we did lose a little trade from those dealers who wanted to put their own names on our shoes, but by hammering away with our advertising, we more than offset it and reached the position of security for our production that we had been looking for.

But meanwhile, our experience had started a new train of thought in my mind. Even with advertising I found it difficult to get the dealer to buy the goods in a sufficiently large number of sizes and widths, with a satisfactory range of selection in styles, to give the public what I knew they wanted.

#### AVERAGE RETAILER LOOKING FOR PROFIT

The average retail merchant, you know, is looking around to see where he can make the most money. He will buy some of our goods, for instance, because of their reputation, and then add a line of something else that he thinks is just as good and can make more money for him. And he tells his customers they are just as good.

As a permanent condition this could not be satisfactory to me. I felt very sure that if the public had an opportunity to get the kind, variety and range of widths and sizes that I knew they wanted, it would be appreciated by them and profitable to us.

I felt this to such an extent that I decided in 1884 or 1885 to establish a retail store in Chicago, where we had more trade than in any other city in the country. So we opened a store on State street and commenced to advertise on a large scale. The

store met with a considerable measure of success and now I believe that our shoe is the best known high-grade shoe in Chicago.

The opening of the store in Chicago made an impression in that part of the country and we found it very easy to go to Milwaukee afterwards and get the biggest merchant there to take our line and make a specialty of it.

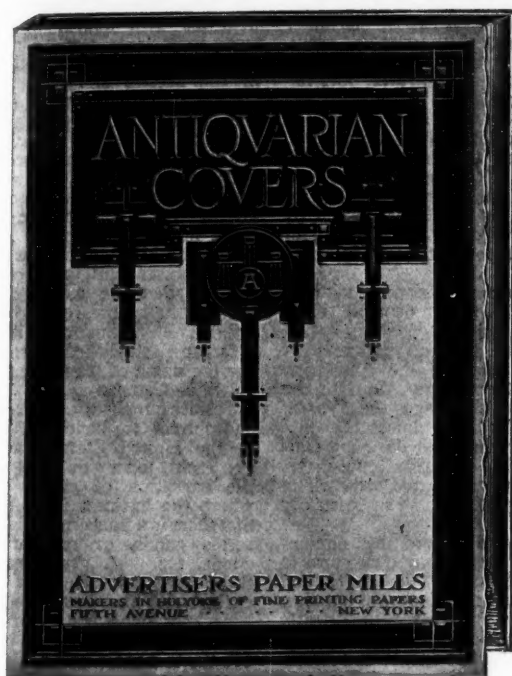
It was declared at this time by all of our competitors and almost every one else that we were doing the most foolish thing in the world—taking a good wholesale business and throwing it away. It was taken for granted that the dealers in other places would not handle nor push our line for fear that we would afterwards open stores in their towns and deprive them of the fruits of their work. But I had a well-defined notion of what I was going to do, which was to protect my manufacturing business by opening stores in a dozen of the large trade centers, and I did it.

While our competitors were telling about our downfall, we kept climbing. The opening of our first chain store marked the beginning of a period in which we fairly bounded into success. In fact, I may say that our most rapid growth dates from the day of our decision to take this step. I felt it was logical and certain of success, and this certainty had its effect on the business.

We now have six stores in New York, two in Chicago and one each in Brooklyn, Boston, Philadelphia, Pittsburgh, Buffalo, Cleveland, Milwaukee, St. Louis, London and Paris.

#### PHENOMENAL SUCCESS IN PARIS

The success in our Paris store was almost phenomenal. That store, which has only just opened, has consumed more of our goods in the past ten months than any other store in the chain. The very first month saw fifty per cent of the stock cleared out and the second month saw it nearly all gone. I thought then that this was due, perhaps, to the fact that



What an advertising man said about **THE BOOK OF ANTIQUARIAN COVERS**, pictured above:

"We thank you for **THE BOOK OF ANTIQUARIAN COVERS** which you so kindly sent in answer to our request.

The title, 'Choice Collection of Master Works' used for The Fifth Avenue Art Galleries cover and to which we would add 'By Master Minds' might, consistently, be used to describe the Book."

This Book has also been called "The Advertising Managers' Guide to Right Paper." A copy of it awaits your call—write on your business stationery, mentioning **Printers' Ink**.

**ADVERTISERS PAPER MILLS**  
**Makers in Holyoke of Fine Printing Paper**  
**FIFTH AVENUE BUILDING, NEW YORK**

prospective customers had delayed their purchases in anticipation of the opening of our store and that after the first rush, business would settle down to a lower level. I mistook the character of the demand, however, for, far from diminishing, it increased to such an extent that we were obliged to enlarge the premises.

We had started with a little bandbox of a store, but the new store, in the Avenue de l'Opera, is really, as the Paris edition of the New York *Herald* said, "an ornament to that beautiful avenue."

We do not, of course, take all the credit for this demand. Each time I had visited Paris I had noted the growing progress in popular favor of the American-manufactured shoe. Of late the American shoe and the "*forme Américaine*" are almost the only footwear shown in the shop windows. The absurdly long shape, to which the French have clung so persistently, is certainly doomed.

We were forced by circumstances to open our own store in Paris. Some of the stores had been carrying our goods, but they were not carrying a sufficiently large line and there was a pronounced lack of energy and intelligence in handling it. Some of our dealers, by the use of my name, were leading people to believe that the establishments conducted were Hanan establishments, and since they were being run in a slipshod and un-American manner by unbusinesslike men and girls, I was forced to the conclusion that my reputation was suffering injury and that in order to protect it it was necessary to open a store that should be conducted after the American model. I did so and my judgment as to the result has been more than confirmed.

In much the same way, partly by accident, partly by necessity, we came to open our London store. We had had an agency there. The man who was running it was an English shoe manufacturer who had a chain of stores of his own. We made an agreement with the manufacturer

by which he was to trade under our name in one of his stores. The manufacturer filled his shop with his own goods, which he made to look as nearly like ours as he possibly could, and then up in the second story he had a handful of Hanan shoes for those who knew the difference and insisted on having the latter.

The manager of the store, who had acted in good faith, was so much chagrined at this turn of affairs that, fearing we might think he was responsible for it, he severed his connection with the manufacturer and came over to tell us that he would like to open a retail store for us back in London. We united with him there and established a store under the name of The Hanan-Gingel Shoe Company.

Besides our chain of stores here and abroad, we have 1,500 agents in the United States, one man in each town or city, with the exception of certain towns where the business is so divided that there is a concern selling only men's goods, or only women's goods, etc. A great many of these agents handle our shoes exclusively; the department store proprietor, who has got to have a volume of business, has, of course, to handle other lines also.

#### DEVELOPMENT OF FOREIGN BUSINESS

In 1887 I commenced to travel abroad and established a wholesale agency in London and began doing business there and through the provincial towns. In 1893 I established a wholesale agency in Paris and commenced selling goods through France and Italy. We now have also a wholesale German agency. Altogether we distribute our goods in forty-four countries; more goods in South America than anywhere else outside of the United States. We recently made a contract in Argentina covering \$4,000,000 for a period of ten years. That gives you an idea of how rapidly South America is developing.

So much for the business as it is and as it has grown up. It would not have been nearly what it is if it had not been for the chain store. I have given one

# The Jobber gets his business mostly from small-town retailers

His salesmen travel each territory closely, making every town whether located on rail or wagon road.

The bulk of the business comes from towns of 5,000 and under, and in and around these towns live the majority of the entire American population.

To properly back up the jobber—to insure his earnest co-operation—advertisers depending upon the retailer should see to it that the greater portion of their advertising copy is placed in papers **Known** to reach these people living in the smaller localities.

## Needlecraft reaches more than 400,000 homes in the smaller towns and country—

and is read by every woman member of the family.

As it's a proven fact that women do 90 per cent of all merchandise buying, they should be directed to the small-town retailer through this paper which is **Known** to influence buying through advertising.

Thus advertisers bring direct results which the jobber can feel, which the retailer feels. And this is the solution of all national campaigns—the only solution which means all-around satisfaction.

Some mighty interesting reading matter pertaining to "Needlecraft" will be sent free to any advertiser interested in the right sort of connections with the jobber and retailer.

## The Vickery & Hill Publishing Co.

30 N. Dearborn Street  
CHICAGO

Flat Iron Building  
NEW YORK

reason why I started our chain of stores. But there is another reason. Millions of dollars had been spent by shoe manufacturers in pushing low-grade, fixed-price shoes. When I entered the advertising field nobody was advertising a high-priced shoe. The cheaper shoes were being advertised broadcast through the land and the popular mind was so influenced by the advertising that the merchant in his turn was affected by it, and was discouraged from stocking goods of a higher grade.

#### OPPOSITION TO CHEAPENING TENDENCY

I was the pioneer manufacturer to start retailing his own goods. I saw the tendency to buy cheaper, cheaper, cheaper goods all the time, and saw that I had to set up some sort of a bulwark against the trend, and the only way I could do that was by establishing my own stores to retail my higher-priced goods.

I firmly believe that if I had not made the effort, the volume of high-grade business to-day, not only in my own goods but in those of other manufacturers making a similar grade, would have been infinitesimal.

The fixed price system of selling is all wrong when the manufacturing cost of any unit of production, such as a shoe, varies as it does now, almost daily. Hides to-day may be eight or nine cents a pound and in six months they may be twelve. They are higher now than ever before. Calf skins are so high and so scarce that it is difficult to get a tanner to take an order for more goods than he has material in hand with which to complete an order. Consequently the manufacturer who had been advertising a fixed price shoe is caught between two stones, he must raise his selling price or make his profit good in some other way. It is significant that one of the largest manufacturers has seen fit to abandon the fixed price policy of retailing shoes.

Now, I have been asked if the two systems—the dealer agency and the chain store—can be car-

ried along together for a time, one's own chain stores being gradually substituted for the independent dealer, and if the trade will not resent and punish the manufacturer who attempts it.

In certain lines, under certain conditions, it might be so, but I have not found in our own field the slightest evidence of such resentment. The large shoe dealers are not fearful about competition, and I easily reassure the small dealer by pointing out that it does not pay us to go into a small town.

There are plenty of cities where we could double or treble our business by opening chain stores, but we are not at all anxious to extend our retail system, and where a dealer is doing all he can we do not believe in crowding him.

It would be even easier for some other shoe manufacturers or manufacturers in some other lines to extend their business through the chain stores than it is for us. The people who patronize high-priced goods are very precise and critical as to their wants. This makes it necessary to carry an extensive stock. The smallest shop we have in this country contains \$50,000 worth of goods.

So it is apparent that any considerable chain of stores requires much capital. So much, in fact, as to make it out of the question for most manufacturers to undertake, just now, at least. Nevertheless, I regard the development of chain stores in many lines of business as a logical outcome of present conditions. They are more economical than individually owned stores, and hence it would seem to follow that they will eventually replace the latter in large measure, unless some other influences, which we do not foresee, operate as a check upon the present tendency.

I would say, as a general proposition, that any retail store which could be run at a profit under individual management would be run at a better profit as a chain store.

Take any successful merchant  
(Continued on page 117)

# Chronicles of New England

March 21, 1912

By H. B. HUMPHREY

## Who is Getting Up a Convention?

**N**ATIONAL CONVENTIONS offer opportunities for doing much good to the causes they foster, and to the cities in which they are held.

But look back at the history of any convention that you have attended or in the management of which you have taken part. Do you not feel that the attendance could have been **LARGER**, the speakers **BETTER PREPARED**, the newspaper, trade paper and magazine publicity **MORE HELPFUL** to the convention city and to the business, philanthropy or religious activity or whatever it was that called the convention?

Are you not, then, ready to believe that, if some man or some group of men had been **paid to foresee** and to do the necessary things that **unpaid men**, with less convention experience and busy with their own affairs, **did not foresee** or **had not the time to do**, the benefits of the convention would have been **FAR GREATER**?

We offer to convention managers, a **SERVICE** of **GREAT VALUE**. It is based on our experience with every

side of convention work, including finance, correspondence, program, entertainment, hotel arrangements, transportation, music, printing, advertising, advance publicity and assistance to the newspapers, increasing membership and awakening national interest.

We can give substantial references as to results already accomplished, and we will give satisfaction or ask for no remuneration. For satisfactory service we charge a reasonable fee that will be agreed upon in advance and will be graded according to the amount of time it seems likely that the convention will demand.

Correspondence is invited from city officials, from secretaries of chambers of commerce and boards of trade, from officers of religious and fraternal organizations, from local and national convention committeemen, from secretaries of political and social clubs, from philanthropists, from community boosters; in short, from any man who realizes the need of expert assistance and advice in the arrangement of a convention not only in New England but in any part of the United States.



**H. B. Humphrey Company**

ADVERTISING AGENCY

44 Federal Street

Boston



# **THE BOSTON POST'S SUPREMACY**

In Display Advertising in New England in 1912 is clearly shown by the following comparisons of display advertising figures.

**Note Comparisons of Display Advertising  
Carried from Jan. 1 to Mar. 14, 1912**

## **Total Display**

Agate  
Lines

**Post . 1,061,491**

		Post's Lead
Globe . . .	1,016,357	45,134
American . .	932,798	128,693
Herald . .	612,843	448,648
Transcript .	540,836	520,655

## **Local Display**

Agate  
Lines

**Post . . 632,869**

		Post's Lead
Globe . . . .	627,019	5,850
American . .	582,001	50,868
Herald . . .	385,424	247,445
Transcript . .	286,456	346,413

## **Total Agency**

Agate  
Lines

**Post . . 428,622**


		Post's Lead
Globe . . . .	389,338	39,284
American . .	350,797	77,825
Transcript . .	254,380	174,242
Herald . . .	227,419	201,203

## **Total Automobile**

Agate  
Lines

**Post . . 105,671**

		Post's Lead
Globe . . . .	95,014	10,657
Transcript . .	79,941	25,730
American . . .	75,109	30,562
Herald . . . .	58,322	47,349

 The above figures do not include classified advertising—in which the Globe leads all Boston papers by a wide margin.

*The Boston Post has by many thousands, the largest Home  
Delivery of any daily newspaper in New England*

**You Can Cover New England With the Boston Post**

# **THE BOSTON POST'S CIRCULATION**

Insures its supremacy. It's a steady, growing circulation, not the result of premiums, coupon contests, nor special canvassing. The Boston Post's circulation is the outcome of clean, sane journalism.

**HERE ARE THE FIGURES OF**

## **A Really Wonderful February**

**Circulation Averages:**


**Boston Daily Post 372,661**

A Gain of 43,812 Copies per day over February, 1911.

(This GAIN Is Larger Than the TOTAL  
Circulation of Some Boston Newspapers)

**Boston Sunday Post 321,903**

A Gain of 21,805 Copies per Sunday over February, 1911.

 The above figures furnish a simple explanation for those on the opposite page.

**The Boston Post's Printing Plant Is  
the Largest in New England—Including  
the Largest Press in the World.**

—Robert Hoe, President R. Hoe & Co.

FOREIGN  
REPRESENTATIVES

C. F. KELLY & CO., Metropolitan Bldg., New York  
C. GEO. KROGNESS, Marquette Bldg., Chicago

# Ethridge

PRINTING

ART

An engraving treatment originated by The Ethridge Company for newspaper advertising.



This is leap year, and you should also make it a Look-before-you-leap Year. Plan your advertising—all of it—as far ahead as you can, and make it hang together. The coherent plan, in which every part works in harmony with all the other parts, is the only right, safe and profitable advertising campaign. In this connection please remember that we help our clients plan campaigns as well as carry them out.

\* \* \*

We read a great deal nowadays about tact in salesmanship. Bear in mind that there is such a thing as tact in printed salesmanship. The tactful advertisement or advertising campaign is one which carefully studies the habits of thought, methods of living and characteristics of the people who will read the advertising. How to approach people in the right way by words and pictures is one of the most important problems in advertising. Speaking of tact in

selling goods reminds us of the shoe clerk, who, when the lady said she thought one of her feet was larger than the other, replied, "Oh, no, Madam, you are mistaken; one is smaller than the other."

\* \* \*

*Ethridge Company, Gentlemen:*  
The drawings and cuts which you made for us and which we received in good condition several days ago have proved most satisfactory. It is encouraging to note that our ideas can be worked out so efficiently with so little bother to us, and you can rest assured of rendering further service to us in the near future, both here and in Buffalo. A cheque covering your statement is herewith enclosed. Thank you for your prompt attention to our orders. Very truly yours,  
*Extract from letter received by the Ethridge Company.*

\* \* \*

The ineffectiveness of most advertising which fails to produce results is due rather to lack of time, thought and care, than to ignorance of what constitutes good advertising. Advertising that is fairly good—good enough to pass muster and get the O. K.—will not, in these days of much advertising, show a profit on the investment. A great proportion of the advertising we see in the magazines and newspapers is of this just-good-enough kind. It got by the man who O. K.'d it simply because he hadn't the time or couldn't think of any reasonable objection to it. It is a good deal like the case of the man in the Harlem flat, who, when his landlord asked him how he liked his new quarters, said that he

# Shop Talk

COPY

ENGRAVING

"found absolutely no room for complaint."

\* \* \*

*"The Ethridge Co., Gentlemen:*  
We are in receipt of your favor of the 7th instant and we also received the box design, which is entirely satisfactory. In regard to the three pencil sketches for our calendar we would say that we are very much pleased with them. We are very well satisfied with the character and general quality of the designs. To be absolutely frank, the writer will say that he was agreeably surprised and didn't think it was possible for your organization to give him anything quite so handsome as these sketches have proven to be. With best regards, Very truly yours."—*Extract of letter received by The Ethridge Co.*

\* \* \*

There is a class of building called the "taxpayer"; generally an old, one-story structure that brings in just enough income to pay the taxes, while the owner holds the valuable land on which it stands for a raise in value. Many ramshackle ads occupying costly space remind us in a way of these "taxpayers." But there is a difference; the space occupied by an advertisement constantly and rapidly shrinks in value instead of increasing, and the advertiser must make all his profit in the day, or week, or month, in which it is before the public. Make the most of your space, Mr. Advertiser, for the time is short.

\* \* \*

The cost of all advertising must be reckoned, not by the price originally paid for the material, but on the basis of final results. Figured in this way, our charges are low, indeed, as our clients testify.

Drawings will be specially reproduced by this process on request.



Owing to the great demand for "The Ethridge Pace" and the cost of improvements planned for coming issues, no additional names will be placed on our Complimentary Mailing List. The subscription price is \$1.00 per year.

**The Ethridge Company**  
**Madison Square North**  
(25 East 26th Street)  
**New York City**  
Telephone: 7890 Madison

CHICAGO,

A. ROWDEN KING, Manager.

H. C. Jones,

21 East Van Buren St.

Telephone, Harrison, 5898.

BOSTON Manager,

HENRY HALE, Jr.,

408 Old South Bldg.

Telephone, Fort Hill 2692.

Your inquiry relative to the renewal of my subscription to The Breeder's Gazette received. I certainly wish to renew. Never drop me from your list until I tell you to, and boost your price as often as you like, for no matter what you charge your paper will always be worth more than you ask for it.

I suppose you receive so many compliments that you get tired of them, but I trust you will permit me to add mine. Your Christmas Number judged from any standpoint—art, literature, science, instruction or information, was simply a delight unsurpassed in any country or any kind of endeavor. I turned page after page with keen pleasure, and every page was a fresh surprise, and a renewed gratification.

DR. T. H. O'NEILL,  
507 Fifth Avenue, New York City.

☐ The Breeder's Gazette, Chicago, is invariably spoken of by good authorities as one of the first agricultural newspapers of the world.

☐ It has for years been a factor of importance in promoting the cause of scientific agriculture.

☐ Its work meets with the cordial approbation of those who are in a position to judge of the efficiency of its labors in behalf of better farming.

☐ It is an important and useful channel of communication between the farmers and stock breeders of the United States, and as a medium of communication between manufacturers and country consumers it has proved to be a great creator of business.

☐ Going as it does by invitation into the homes of more than 80,000 of the best farmers of the cornbelt, an advertisement in its columns should promote and strengthen any legitimate business enterprise.

☐ The Breeder's Gazette presents weekly more clean and acceptable business announcements than any other paper of its class.

☐ Please permit us to send you a recent issue for inspection. For any further particulars address

**THE BREEDER'S GAZETTE**  
542 So. Dearborn Street OR Chicago, Illinois

WALLACE C. RICHARDSON, Inc.  
41 Park Row,  
New York, N. Y.



GEO. W. HERBERT,  
1st Natl. Bank Bldg.,  
Chicago, Ill.

Member Standard Farm Paper Association.

## PUTTING PICTURE-BUILDING VALUE INTO COPY

IDEAS MERELY MIND PICTURES—IMPORTANCE OF FINDING THE ONE BEST WORD OR SENTENCE — THE SWIFT, GRAPHIC TOUCH THAT DRAWS THE PICTURE AND STOPS — HOW TO LAY HOLD ON THE GEMS OF EXPRESSION

By S. Roland Hall.

It is related of Mark Twain that on one occasion, when asked where he had been during an absence of several hours, he replied in his gravely humorous way: "I've been hunting for a word, and I found it, too." Evidently there was just one word that would suggest to the reader the picture that Mark Twain wanted to put into the mind.

It is a good thing for advertising men to remember that written language was at first crude pictures. When the ancient writer wanted to write something that would convey to the mind of the reader the idea of men going to war he drew crude pictures or part-pictures that would suggest his idea. We put ourselves down as highly civilized to-day but we still depend on pictures to convey our ideas interestingly, quickly and fully. The fact is, we think in pictures—by letting the imagination build up situations, often the pros and cons of questions, and dwelling and reasoning on those pictures. And though we think we have reduced our alphabet, our language and our types to scientific forms, we must still deal with our written words as if they were pictures, or we shall fail to build in the mind of the reader the idea we want to create there.

If you say, "Golden mead" to me and I am not familiar enough with a certain branch of mythology to recall the tale of the golden mead and see your meaning, then probably you might as well have said nothing. The fact that "golden mead" brings up a distinct picture in your mind is nothing. To build pictures in my mind, you must use words that are more than strongly descrip-

tive to you; they must be strongly descriptive and suggestive to my mind. Hence, the necessity for the advertising man's remembering that he must use language that is familiar to the class of readers he is trying to influence.

Why is there so much said about Charles Dickens just now? Because Charles Dickens had rare picture-building ability. That ability made his characters real; they have long outlived their creator.

Note this about the writings of Dickens: his most effective picture-painting—to my mind at least—is not found in the long-drawn-out passages, but in those short, swift, eloquent touches, where he tells about Tiny Tim, Emily standing on the far-off shore listening to the prattle of little children, Uriah Heep's clammy hand, and Steerforth, lying stiff and cold, with his arm under his head as Copperfield had seen him so often at school. No tiresome, spun-out "eloquence" that makes us feel he is trying to be eloquent—just a few rapid sweeps of the word-brush that bring up the picture as clear as day and leave the rest to the fertile imagination.

Is it given only to the great masters of writing to do this thing? Not at all. I have seen tears come to the eyes of scores around me as Jacob Riis told simply of how he and his workers found the way into the heart of little "Fighting Mary" of the slums, when at the children's dinner she patted the individual pie that was put before her, laid her cheek against it and then slid it into her pocket with just two words, "For Mother!"

Recently a waiter, who is as much of an artist as many a man of higher calling, put before me a covered dish. "Was your order for short ribs of beef, sir?" he asked. "Yes." "It's a fine dish to-day, sir," and saying that he swept off the cover of the dish deftly. He said no more; he was too much of an artist to spoil the effect he had created, and he could easily have spoiled it by a little loquacity or obvious playing for a tip. But he said only enough to add zest to a fine-looking dish.

He built his picture swiftly, like the artist that he was, and quit.

Brevity is not one of my hobbies. I think, on the contrary, that there is a great deal of thoughtless talk about the virtue of brevity, but without entering into the merits of Roosevelt's third-term campaign, I submit that the man who recently proposed to put an anti-Roosevelt poster in every city framed the strongest six-word political picture or argument I have ever seen: "Washington wouldn't; Grant couldn't; Roosevelt sha'n't." Here the whole third-term discussion — Washington's attitude, Grant's ambition, and the present situation—is presented graphically and with powerful suggestive value. Teddy, great advertiser that he is, would be hurt by such posters if they went out.

Those things contain great lessons for makers of copy for advertisements. The picture-building work that is done by the great fiction writer, by the realistic actors, by the shrewd politician, by the skilful waiter, can be done by the advertising man. But like Mark Twain, we may have to hunt at times for the word or the sentence that will do the trick.

"Velvet shave": instantly, we know what that means; it would be difficult in several sentences to create so good a picture of a delightfully smooth shave as is immediately built up by those two words. "One of those rare barber shaves" is just about as good, for it makes us think of occasions when we lay back contentedly in some good shop and enjoyed a fine shave. "The safety razor that the high-class barbers *confidentially* recommend to their friends." "Confidentially" here paints a picture that is entirely different from the picture that would be created by the sentence without that word.

"Saves miles of walking around the kitchen": we can see the miles vividly. How much better this is than, "Saves innumerable steps and much wasted time in walking to and fro in your kitchen."

"The delicate fragrance of the cedar," "Moth-proof, dust-proof, damp-proof, mouse-proof": our minds "get" these without any stop.

If you don't believe in suggestion, just watch the band men chase away the small boy who stands in front of them and sucks a lemon.

#### GET CLOSE AND DIG

But the great question is, how can a copy-writer produce picture-creating copy? The answer is, get close to the proposition and dig for fuel for the imagination. Well loaded with facts, the imagination should be let loose. I have little hope of Class A advertising work from one who is lacking in imagination—who cannot see the housewife's delight with the vacuum cleaner, the motorist's joy with his Chalmers and his Thermos on the mountain road. Talk about dreamers! Give me the dreamer every time in preference to the man who is so matter-of-fact that he cannot peep into the future and see things as they may be.

Be a living interrogation point is my earnest advice to the man who would gain information for picture-building advertising. It is surprising sometimes what invaluable material can be had if one only digs deep with earnest, intelligent questions. If a man does that and still cannot create anything but commonplace stuff, low in picture-building value, then I have to reply reverently to his question as to what he ought to do, as President Taft replied to the inquirer in Cooper Union, "God knows; I don't."

A certain advertiser for more than a year used syndicate stuff, some of which was clever, and all of which was well written. But it was written by some one hundreds of miles away from the advertiser and entirely out of touch with his field. The distant copy-writer failed to catch the little distinctive features of the concern and to picture them to the public. The advertising lacked individuality; its colors were not true. Today the situation is different. The man on the picture-painting job



now studies the local situation before he paints. By a well chosen sentence a telling word here and there, an account of an incident that happened in the business, the distinctive character of the concern—which, by the way, is only the composite character of the man behind it—is gradually but surely being interpreted to the public.

It would be folly to deny that much picture-painting with false facts—false colors—has caught and swayed people; but the day is fast sinking on that kind of copy-writing.

We may not have the sixth sense, but mankind seems to be becoming more able to instinctively recognize the true picture. All of which means that there is greater necessity for mixing brains with our "paints"—our words.

#### AD-SELL LEAGUE MEETS AT MISHAWAKA, IND.

The Ad-Sell League of Northern Indiana and Southern Michigan held its February meeting at Mishawaka, Ind., the home of the president, C. R. Trowbridge. Dinner was served at the new \$150,000 Mishawaka tavern, built by the manufacturing interests of the city, and as a feast eclipsed any thing of the kind yet prepared for the organization. Elbert Hubbard, of East Aurora, and Tim Burr Thrift, of Cleveland, were the speakers.

Mr. Hubbard spoke on the life of Lincoln and Mr. Thrift discussed business letter writing and illustrated his arguments with stereopticon views of some horrible examples of what not to do in direct advertising. A round-table followed.

The attendance was limited to members and prospective members. The total count showed 127, eighty-nine of whom were active workers in the league.

#### WHY NOT?

O. C. Harn, of the National Lead Company, relates this anecdote: "He's the kind of advertising solicitor who calls everyone by his first name. The only time he couldn't get away with it was with E. St. Elmo Lewis. He didn't know what the E. stood for and he didn't want to call him Saint."

#### FARM PRESS CLUB'S NEW OFFICERS

At the semi-annual meeting of the Farm Press Club at Chicago, March 6 and 7, W. S. Campbell, of the *Fruit Grower*, St. Joseph, Mo., was elected President for the coming year and T. W. Le Quatte, of *Successful Farming*, secretary.

## A Better Thing

"Guaranteed circulation" is a good thing.

Guaranteed circulation with exact and detailed information as to where it is, is another and better thing.

The Ladies' World gives you the latter.

THE  
LADIES' WORLD  
NEW YORK

## HOW THE ADVERTISING MAN CAN USE TRAVELING SALESMEN

SUCCESS OF ONE BIG HOUSE BUILT UP ON DATA SECURED FROM ITS FIELD FORCE—MEETING EMERGENCIES WITH FULL KNOWLEDGE OF CONDITIONS—WHAT A REAL CAMPAIGN IS

By Charles W. Hurd.

The advertising manager of a large breakfast food company looked up from a pile of yellow slips on his desk to smile with frank amusement at a reference which had been made to the "advertising campaign" of another concern.

"Campaign!" he said. "That isn't even a forced march. It's a dress parade! When I look at that house and think of the word 'campaign' in connection with it, I get a mental picture of General Braddock 'campaigning' against the Indians—his British soldiers marching into the hostile forest—by fours—eyes front—carry arms—left, right, left, right!" etc.

"You remember young Washington protested against that kind of 'campaigning,' but Washington was only an ignorant provincial in Braddock's eyes, without the orthodox training which the British general had received. Braddock acted according to precedent—and the Indians did the rest.

"The house you speak of does all the traditional things and does them well. It gets out a good product, it has an able selling force, it co-operates with dealer and jobber and it advertises heavily, if not very judiciously. And it is making money and growing.

"Then why do I call its 'campaigning' a joke? For this reason: because it is not making any fight, and unless there is a fight there is no campaign. It is going ahead by not making any serious mistakes of its own and through profiting from the enormous total of breakfast food advertising. But when you take into account the size of its organization and the amount of advertising and what other concerns are taking away from it, it is really falling back."

The manager looked back at the pile of yellow slips on his desk. He picked one up.

"This slip," he said, "tells me that Dealer John Smith, of Oskaloosa, bought so many cases of our No Name brand, and that last year at this time he bought so many, and so on back for ten years.

"That is a gain over last year and presents a normal increase. I am satisfied, and there is nothing indicated to do.

"Here are a dozen other slips reporting the sales to other grocers in Oskaloosa. They show general gains.

"Here is another town, and in fact two or three towns in the same section where there is no gain. Let's look into the reason. Our salesmen report that the dealers there are fairly progressive, that they are well disposed toward the house, are displaying the goods as usual. You see the answers in the spaces under the questions which have been filled in by our traveling salesmen.

"Ah, now we have it! Look here—'Town sampled last week by Uno; two weeks ago in Blankville; next week, it is said, in Neck-of-the-Woods.' Sampling, you see, has switched part of the demand, temporarily perhaps, from our goods."

The manager pressed a button on his desk.

"Bring me the ad-list," he said to the filing clerk who answered the call, "and hand me the newspaper directory from the table.

"Now," he continued, turning over the leaves of the directory, "here's Bingville, where the Uno sampling crew is operating. Here's the state map. There's the railroad center. They probably started in there less than a month ago, since this is the first I have heard of them, and are working east. Our man out there will watch out now that he knows they are in his territory.

"Now, you are going to ask what particular good it does to have this information. You don't think I am going to send another sampling crew out to head them off. You think perhaps I am go-

## A Straw Vote

If you were hiring a salesman you would consider chiefly his strength, or his probable strength, with "the trade."

If you were to wager on an election you would study the strength of the party and of its candidate with the voters. And if you are to advertise you must study the strength of your media with those you wish to influence.

For advertisers the strength of a magazine with *the consumer* is of primary importance. With a "general publicity" appeal to the consumer the greatest available "influence on the dealers" should be considered of almost equal importance.

Create "consumer demand," but be sure that the dealers know that that demand is being created.

The opinion of the dealers on the productivity of a certain salesman would be valuable to you if you thought of hiring him. The opinion of the dealers on the preponderous strength of THE LADIES' HOME JOURNAL is worth getting. Ask your dealers their opinion of THE LADIES' HOME JOURNAL as a "producer." Take a careful, thorough "straw vote."

Ask your dealers!

**The Ladies' Home Journal**  
Circulation more than 1,750,000

**The Saturday Evening Post**  
Circulation more than 1,900,000

ing to get after the dealers in some way.

"Watch our procedure. It was invented by my predecessor and it is a complete answer. Bingville has two daily papers, we see by the directory. The *Bugle* is listed at 4,000 circulation and the *Clarion* at 4,500; neither sworn. The *Clarion* is the old established paper.

"That is what we learn from the directory. Let's see if the yellow slip throws any more light on it. Yes, here our Mr. Mann has given us this important information: '*Bugle* recently acquired by son of local Congressman and improving rapidly. More widely read than *Clarion*. *Universe* in Cosmopolis has large circulation here and in surrounding towns.'

"There are three points that we could not get anywhere else. Two papers have changed their relative rank and an out-of-town paper has a large circulation there.

"Now I will show you what we are going to do. We are going to meet this sampling exploit of our competitor by nailing it in the daily papers of that section. We are not going to do it by general publicity, but by a series of *direct attacks upon the sampling method*.

"We are going to warn the housewives of that section against peripatetic pedlers and door-bell ringers. Here are the same expressions in these prepared advertisements. 'Do not allow yourself to be misled by these itinerant callers. The goods they offer are being introduced in that way because they will not sell on their merits in the open market.' And so on for the series.

"How would you like to try to work a town with sampling in the face of a newspaper bombardment like that? Remember in addition that the newspapers are local and enjoy prestige and that the samplers are incapable of offsetting an attack from that quarter. I have never known it to fail when it was properly employed. We don't let the samplers get away with it. That is one reason why sampling is generally so effective—there is no newspaper broadside to kill it off.

"That is our president's idea of campaigning. His motto is: 'Hit a head every time you see it!'

"We do not simply draft out a plan of advertising that will stretch out far enough to cover the appropriation, and then sit down to check up returns.

"We do as the commander of an army does. We map out a campaign to the best of our ability and then proceed to watch the enemy. What is he doing that may upset any of our calculations? Is he making a cavalry dash, i.e., with samples, on some weakened point in our lines? Is he bringing up the big guns of local advertising from the rear? Or proceeding to sap and mine our defense with the general publicity of magazine advertising?

"These and many more conditions must be met, and met at once if we are to deserve the name of campaigners. We do not wait until the end of the season before knowing where we stand. Like a good general, we anticipate the moves of the enemy. We watch him with spies and scouts, we are always just behind him or just before him to rush his pickets and break up his position or prevent his scheduled movement.

#### ADS ARE THE AMMUNITION

"These ads that you see in the book here are our ammunition. Like the munitions of war, they were prepared far in advance, in series, for instant use. You see we have dozens and scores of such series, all designed for different purposes, and all based on exact, personal experience. We have gone through this sort of thing many times before and we know what is wanted.

"For every one of these ads we keep several electros in stock, more than 2,000 in all. I am sending several sets out to this section now. They will get there in two days and begin their work. The sampling raid will be cut off and we shall bolster up our sales.

"This is using our ammunition where it counts. If we did not do this, but advertised in a methodical way town by town, section by section, state by state, with

general publicity copy, our competitors would get set in a thousand places before we could even reach them."

While the manager was talking, the system was working—letters and electrotypes started off together to the newspapers. Then sand places before we could even reach them."

#### SALESMEN ARE THE SCOUTS

"Now you've guessed it," he said, spreading the yellow slips fanwise on the desk. "Our spies and scouts are our salesmen. They make daily reports to the sales manager. What I need to know is taken off those reports upon these yellow slips, and these furnish a record for ten years back. When I have gone through them I have a complete understanding of everything that is going on in the country that I need to know, not only what our men are doing, but what our competitors are doing, everywhere."

"We did not go all through the slips. Here is a space: 'What proportion of our goods probably sold in town?' And salesman reported 'About 35 per cent.' Last year, you see, he reported '25 per cent to 30 per cent,' and the year before another salesman reported '25 per cent.' The salesmen do not remember from year to year what they reported, and so report to the best of their knowledge and belief. They see the point, anyway, and are glad to give their co-operation in return for that of the advertising department."

"Then here are our competitors listed. We sell about 35 per cent in town. Uno 20 per cent, and others string down 20, 15, 10, etc."

"Now this, you will admit, is more like campaigning, and I call your attention to the fact that it is made possible largely if not chiefly by the use of our traveling salesmen in a manner which very, very few houses are making."

"Any traveling salesman, no matter what his line, gathers up in the course of a working day a mass of information which would be invaluable to his house, to the



*The man or woman who does not make the daily newspaper either directly or indirectly a part of his or her daily life is neither a force nor a factor in affairs. Is in fact more or less of a non-entity who can be safely and profitably ignored in any appeal either of salesmanship or otherwise.*

It does not matter whether it is an article of merchandise which you would sell, a service which you seek to render for monetary or other reward, or the creation of a favorable public opinion regarding important corporate interests dependent on popular good will, the broad and straight highway to quick, intelligent, public consideration of any proposition, is the daily newspaper.

With this one source with which the intelligence of every community is constantly in touch, and from which all of us derive our knowledge of current events, open and readily accessible to every man or interest with a decent story to tell, honest and useful goods to exploit, there is neither occasion nor necessity for lack of patronage nor loss through public discrimination because of ignorance of the facts.

We represent daily newspapers in twenty prominent cities in various parts of the United States. It is our business to supply manufacturers, advertisers and their agencies, with every gatherable bit of useful information regarding each one of those newspapers and the particular field in which it circulates.

The manufacturer with a publicity policy that lacks resultfulness, or which is a puzzling problem for any other reason, can well afford to listen to our argument. An invitation addressed to any of our offices entails no obligation except an open-minded hearing.

*We are at your service any time, anywhere.*

#### THE JOHN BUDD COMPANY

Newspaper Advertising Representatives  
Brunswick Bldg., New York; Tribune  
Bldg., Chicago; Chemical  
Bldg., St. Louis.

central selling, advertising and planning departments if they could get hold of it. The traveling salesman does not, as a rule, realize its importance, and if he did would not report at length and in such detail as is needed. And the average house would not know what to do with the report after it got it.

"And, then again, most traveling salesmen would go up in the air at the thought of adding to their work and especially anything in the way of introducing any 'system' in their territories. The salesman is a very sensitive selling machine and must be humored.

"We worked our plan out in a way that both humored the salesmen and at the same time permitted us to go ahead. We drew up a form sheet which is really quite elaborate, and then we analyzed its possibilities with reference to the salesman and were enabled to show him that the information which we wanted to get from him would allow us to give him a support that meant bigger sales for him, and yet that it was such information as he was generally in possession of or could get without any trouble whatever while talking with his dealers and which furnished excellent points of contact with them. Most dealers, you know, are glad to give information on general subjects, like that in regard to the standing of local newspapers and local selling or sampling campaigns. It gives the salesman something to talk about.

#### SALESMEN KNOW SYSTEM'S VALUE

"As for filling in the forms, that is child's play, after the first few times. There is not the slightest friction over it now. The salesmen appreciate its value to them too greatly to want to do away with it or slight it.

"Ordinarily, there is little to be done. Most of the changes are insignificant and do not call for special attention. They enable us to put the advertising power where it will do most good. Every little while, however, we have one of these cavalry dashes of samplers to meet. And once

in a while we get a report that is very important.

"One of our salesmen out in Nevada or New Mexico will notify us that a new gold mining camp has been opened in some previously unheard of place and is growing rapidly. Perhaps we had this news before from a Western paper, perhaps it never reached us at all. There is no systematic way of keeping track of these things at a moderate expense, or any better than by our own scouts scattered over the country with eyes and ears open.

"Well, when we hear of this new mining camp being opened, we start a series of electros post haste for the local paper with whose name the salesman has furnished us, and we have them running weeks sometimes before our competitors wake up to the fact that there is such a town on the map. Often ours is the only foreign ad in the paper for a long time.

"After we have gotten into a town in this way it is a pretty difficult matter for any one else to make much headway in that town.

"This is just a small part of our total campaign. It relates to only one thing, how we make use of our traveling salesmen to get information that is vital to our plans and what we do with it after we get it. It is not applicable to all lines, but there are hundreds of houses that might use it, and will have to come to it some day."

The advertising manager smiled again.

"That's why it's a joke to speak of these boiler-plate, patent-in-side plans as campaigns!"

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#### ANOTHER ORGANIZATION INTERESTED

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E. W. McCullough, of Chicago, secretary and general manager of the National Implement and Vehicle Association of the United States writes to the effect that a copy of the statute against fraudulent advertising proposed by PRINTERS' INK is being bulletined to each member of the organization, "asking them to express their interest and in the belief that a majority of them will be pleased to give it their support."

# The Hill Definition of Service Is This—

To give 100 cents and interest for every dollar invested.

In order to do this it is necessary to publish, print and circulate the **leading** paper in each field.

It is necessary to make these papers friends, partners and right hand helpers to the important men of each industry represented.

To search out and find who these men are and land them on the list at full subscription price.

To reach more of them than any other papers.

To sell a make-it-pay-you service instead of only you-may-pay-us space.

The result of it is that the Hill Papers have larger circulations, among more important men, at less cost per thousand than any others in their field—

And produce better results year in and out than can be got elsewhere.

These "be brave words"—we'll prove 'em.



The five great, quality circulation engineering papers of the Hill Publishing Company are:

## The Engineering and Mining Journal (1866)

Devoted to Metal Mining and Metallurgy. Circulation 10,000.

## Engineering News (1874)

The Standard Paper of Civil Engineering. Circulation 18,750.

## American Machinist (1877)

Devoted to the Work of Machinery Construction. Circulation 27,250.

## Power (1880)

Devoted to the Generation and Transmission of Power. Circulation 29,500.

## Coal Age (1911)

Devoted to Coal Mining and Coke Manufacture. Circulation 7,000.

# HILL PUBLISHING COMPANY

*505 Pearl Street, New York*



## IS MY SERVICE NEEDED; IS MY BUSINESS LOG- ICAL?

TWO PRIME QUESTIONS FOR THE  
RETAILER, JOBBER OR MANUFACTURER — STRAIGHT-FROM-THE-SHOULDER "REASONS WHY" PREFERABLE TO THE EXCEEDINGLY CLEVER OR FUNNY — COMBINE PRACTICAL KNOWLEDGE WITH ENTHUSIASM

By J. C. Reid,

Vice-president, National Oats Co., St. Louis, Mo.

I have noted an advertisement which reads, "The most important function in the business world is service." To my mind, the prime consideration of a business man, be he retailer, jobber or manufacturer, should be, *Is my service needed, and is my business logical?* Here is a vital point; is there a need for your service; does the buyer get value received in proportion to other similar service that he might buy? Just as surely as "water seeks its level" will the price of any given commodity be adjusted in proportion to its value to man.

The quality, excellence and price of any merchandise is inexorably fixed by the measure of results. The first purchase of any advertised article or anything that is new to the buyer in form, design or trade-mark, is based on curiosity.

I have never seen an advertisement that absolutely convinced as to the quality or excellence of any given commodity. The advertisement, if well worded and well put, and if the commodity be a needed one, excites curiosity. If the statements are clear, concise, straight-from-the-shoulder and have the ring of truth and honesty, they excite a degree of curiosity that results in a trial order; in other words, the consumer is willing to try. He is convinced up to that point. Then it is up to the merchandise to "make good." It is then a question of quality and service. As we say in the Rolled Oats business, it is up to the goods inside of the package that counts when it gets into

the kitchen and up to the cook. In your methods of doing business, don't be a sheep; don't follow the leader; be steadfast; be earnest; have a purpose and follow it.

Good advertising is a very simple thing, but that fact is hard to remember. If I should ask any retailer, jobber or manufacturer why I should buy his merchandise, he could and would, in conversation, give me very concisely and very forcibly, and, no doubt, very convincingly, many good reasons why I should buy his wares, but if I asked the same person to write an advertisement to go into a newspaper, a circular, or upon a billboard or painted signboard, he immediately thinks that he must do something exceedingly clever or particularly funny. He must show a baseball field, a skating scene or some cartoon or caricature, or something of that sort, or make a lot of silly, absurd pictures and statements and would-be jokes. For instance, a large merchant tailoring establishment in St. Louis once said, "Every man who buys one of our \$40.00 suits has a fit." Another institution said, "We made your father's clothes," and no doubt that establishment would be making them in the same way yet if they had not failed.

Such statements may be clever; they may attract a certain amount of attention and gain comment, but they do not convince as to quality nor do they appeal to the class of people that a merchant tailor desires to appeal to. Now, why not, in the advertisement, just say what you would say to a friend personally? Printed or painted advertising is simply speaking to a lot of people at once and what sounds good to one is very apt to sound good to the rest, and what would sound trifling, undignified and absurd in conversation will appear doubly so when printed or painted.

Why not feature your good qualities of workmanship and of the finished article. Why not play upon your quality and your service. Give them good, straight-from-the-shoulder reasons why they should buy your wares. If

you have a commodity, which in the carefulness of preparation and the degree of quality and service necessitates a higher price than your competitor, sell them quality; sell them workmanship; show where the added cost is cheap at the price. As one salesman has said, "So present the idea of quality that the matter of price is forgotten." In other words, make assets of your liabilities.

#### EVERY-DAY ENTHUSIASM VALUABLE

Know your business. Master its details. Post yourself. But after you master the details of your business, what then? Will being crammed with facts, figures and talking points enable you to sell the goods? A thousand times, "No!" You might even be able to design or present the facts, figures and selling points in a fairly creditable manner, and still not be successful. The spark plug that is necessary to make you successful is *enthusiasm*—enthusiasm properly harnessed and correctly applied. The right kind of enthusiasm is not temporary agitation,

but should be a permanent, steady, every-day, work-a-day asset. Don't develop the sky-rocket brand of enthusiasm. Hit the line hard and hit it every day.

Make your policy of doing business a combination of practical facts, figures, data and an abundance of the right sort of enthusiasm. Then you must properly portray the personality of your business, and business without a pleasing personality is just as badly handicapped as a human being without a pleasing personality. There is no use wasting your time arguing on the personality of any business. Any business to be a full success must be a human, real, full-blooded, pulsating, heart-beating; capable-of-error personality. It will do no good to prattle or prate of other methods. Show me a successful business and I will show you a business which, in its building, possessed the qualities I have mentioned.

Goods must be made to live and be a real human object in the mind of the customer. Create desire; create sympathy with your

## The George L. Dyer Company 42 Broadway New York



Newspaper Magazine Street Car  
and Billboard Advertising  
Business Literature  
Publicity and Merchandising Counsel

prospect. He must want the goods. It is not enough merely to sell them to him, you must make him buy them from you because he wants them, and so present the proposition to him that he will look forward to their receipt; in other words, if you achieve this, you will have properly sold your customer as the true salesman should.

#### CONCENTRATION A NECESSARY ATTRIBUTE

The man who will know one thing thoroughly must have the courage to be ignorant of a thousand. The successful merchandiser must not scatter his ammunition, or brain forces, or vital energy. He must bend every effort to the success of his proposition. Another attribute to possess is loyalty. Be loyal to your business; loyal to your goods and loyal to yourselves.

Elbert Hubbard said: "If you are taking money from a house, for goodness' sake be with the house; praise it, praise its goods, and if you want to damn the house, resign—get out—and damn it to your heart's content."

Abraham Lincoln said: "If you can't plow through a log, perhaps you can plow around it."

There is no stereotyped, trademarked, patented way of selling goods. A man must adjust himself to conditions.

I once heard a business man say: "It has been my experience, and I believe, that old men make better salesmen than young men." He did not qualify his statement, but accepting it in its general application I emphatically and absolutely differ with him in that opinion.

Old men have their place in every business organization, as well as in the work of selling goods. Certain classes of trade, certain kinds of merchandising, can be successfully carried on with old men and there are some exceptional old men who are capable of any kind of selling or merchandising. These are the fellows who are so constituted as to have been able to carry the enthusiasm, confidence and loyalty of youth into their maturer life. Happy are such old men.

But in the strenuous merchandising business of to-day, young men carry the palm. The smooth face, clear eye, the quick enthusiasm, loyalty and confidence of young manhood are absolutely essential to the proper building of a successful organization.

The same speaker also stated that as much goods were sold with a frown as sold with a smile.

I contend that the salesman who can sell goods with a frown is a wizard, and too clever a man to be a salesman. A man with a habitual frown may succeed as a salesman, or in any walk of life, but how much harder he is making his path of success! Fully one thousand fold. Given the same attributes that he must possess to succeed with a frown, cap them with a genial smile and he would enter the gates of success like a whirlwind.

"Smile, and while you smile another smiles  
And soon there are miles and miles of smiles,  
And life's worth while because you smile."

Try it.

And scintillating brilliancy positively is not necessary to success. "Rather the fellow who possesses the average standard of the necessary qualifications is the man who is surest of ultimate victory. The man who is scintillatingly brilliant on any given subject is apt in slang phraseology to "have a screw loose" in the others.

Be a good listener. The man who can listen gets what the other fellow knows, to add to his own storehouse of knowledge. Be ready and willing to talk when the proper time comes, but always remember that the art of listening is a greater art and a much harder one to develop than the art of speaking. Many a fool is a fairly good moulder, but no one ever saw a fool who was a good listener.

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The Toronto Ad Club has appointed a vigilance committee which is now devising ways and means for eliminating objectionable advertising from Canadian mediums.

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The Worcester, Mass., Ad Club has passed the century mark in membership.

## Concentration and its Relation to the Cost of Advertising

¶ The item of cost is an important factor in analyzing any advertising proposition, and experience has proven that best results at minimum cost are obtained only by concentrating in publications of known advertising value—Mediums that have entree in the homes of the intelligent and buying class of people.

¶ Newspaper advertising properly applied is an important factor both in the stimulation of dealer interest and creating more sales with the consumer. If you need this assistance in Philadelphia, Washington, Montreal or Indianapolis, let me suggest that you concentrate your advertising in the columns of the following high grade home *evening* newspapers, for best results.

*The Philadelphia Bulletin*  
*The Washington Star*  
*The Indianapolis News*  
*The Montreal Star*

¶ Each publication stands for something in its community, and concentrated advertising in these papers has always paid local as well as foreign advertisers. I would like to show any interested manufacturer how he can operate an economical newspaper campaign in these cities during spring months—an investment that will bring the right kind of cooperation from your local dealers, because you are helping them sell your goods. Dan A. Carroll, Special Newspaper Representative, Tribune Building, New York City.

**Beginning with October 6, 1912, the American Sunday (Monthly) Magazine will become a semi-monthly, appearing on the *first* and *third* Sundays of each month.**

**We do not believe that 2,000,000 circulation at \$5. per line is all the advertiser and his agent should know about the American Sunday Magazine.**

We do not believe the mere fact that an advertiser has money to spend, is sufficient reason why the American Sunday Magazine should have a part of it.

They are just reasonably good reasons why we should get together.

Only by acquainting ourselves with each other's markets, and by giving the advertiser's needs and our capacity to serve him, serious and honest consideration, can we tell what our 2,000,000 circulation is worth to him, and how much of his appropriation can be earned by us.

"Consumer Demand" and "Dealer Satisfaction" can alone be secured at the lowest possible cost, by convincing the greatest number of people in any one community, that you have a product they need.

That is why we believe in "circulation, location known" rather than "bulk circulation of unknown location," and therefore of questionable value.

Send for booklet "Facts."

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***Beginning October 6, issued twice a month***

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## **American Sunday Magazine**

*(Issued Monthly)*

23 East 26th St.  
New York

308 Hearst Building  
Chicago

**W. H. JOHNSON, Adv. Mgr.**

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## HOW A FAMOUS TRADE-MARK WAS ORIGINATED

THE INCIDENT SHOWS THE VALUE TO THE ADVERTISER OF HAVING SOME OUTSIDER THINKING ABOUT HIS PROPOSITION AND PARTICULARLY OF HAVING AN ADVERTISING AGENT WHO IS ON THE JOB.

*By S. D. Rider,*

Vice-president, South Bend Watch Co.

Our idea of a successful trade-mark is that it should be of such a nature as to leave an impression on the mind of everyone who sees it that will stay with them indefinitely, and we believe that the watch frozen in a cake of ice is a success in this respect.

We believe that the coupling of the trade-mark or the name to any article that is advertised is a tremendous aid in selling and marketing such an article.

It may be that the history of this trade-mark is somewhat unique, inasmuch as it is the first idea that was conceived, and is the only trade-mark that has ever been used in the advertising of South Bend watches.

Credit for the conception of the idea should be given to C. C. Winningham, advertising manager of the Hudson Motor Car Company, who was at that time connected with the Charles H. Fuller Advertising Agency of Chicago.

Mr. Winningham had just come over to South Bend from Chicago to confer with us regarding our advertising campaign. As I entered the room, he, without waiting to extend the usual greetings, immediately asked, "Rider, can a watch be frozen in a cake of ice and still keep perfect time?"

My reply was that I knew of no reason why it would not do so, although we had never tried it.

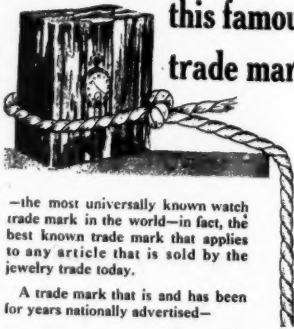
He then said, "If it can be done successfully, I believe I have an idea for a trade-mark for the South Bend watch that will be superior to anything that has ever been used in the watch industry."

I, naturally, was curious to know how he had conceived such an unusual idea, and, in reply to my

inquiry, he stated that he had been through our factory several times, and noted that our adjusted watches were subjected to extreme heat and cold by being placed in a hot box with a temperature of ninety degrees, and from there taken directly to a refrigerator with a temperature of from thirty-two to thirty-four degrees. Having this in mind while looking over a magazine on his way from Chicago to South Bend, he noticed an advertisement that showed an article frozen in a cake of ice. The idea was immediately conceived in his mind that this would be a splendid way to illustrate the methods used in adjusting a perfect time-piece.

To diverge a little, I believe that the above incident is a splendid illustration of the way in which many brilliant ideas are brought out. It also demonstrates the fact that the mind of a man on the outside who is not so thoroughly familiar with the article being manufactured is in a position to accept more readily thoughts and ideas that may present themselves

## Tie Your Store to this famous trade mark



—the most universally known watch trade mark in the world—in fact, the best known trade mark that applies to any article that is sold by the jewelry trade today.

A trade mark that is and has been for years nationally advertised—

THE ICE-CASED WATCH IN A DEALER AD

than is the man who is thoroughly familiar with every process that is used during the making of the article.

From that time on and after having demonstrated that the test



could be made successfully, that it was a test that would interest every consumer as well as every retailer who saw it, we have used the trade-mark continuously, with the result of, as I believe, making it not only the best known trade-mark that applies to any watch, but also the best known trade-mark that applies to any article that is sold by the jewelry trade.

The only difficulty, and it can hardly be considered a difficulty, was the ridicule that was heaped upon us by our competitors when we started to use this method of advertising, but we believe that to-day that ridicule has changed to admiration, and that every watch company would feel gratified could they have been fortunate enough to have hit upon a trade-mark that makes such an impression on the mind of the reader of the advertisement, as does the South Bend Watch Company's trade-mark of a watch frozen in a cake of ice.

#### ADVERTISING CARRIED BY NEW YORK DAILIES

The following is the amount of advertising in total agate lines printed by the leading New York dailies for February, 1911 and 1912, respectively:

PAPER.	1912.	1911.
World .....	884,777	842,369
Brooklyn Eagle...	745,968	679,373
Herald .....	705,495	720,846
Tribune .....	207,946	222,067
Times .....	582,730	556,783
Sun .....	316,587	290,185
American .....	683,696	635,191
Press .....	143,740	160,995
Evening Post....	254,656	246,508
Mail .....	355,638	306,416
Globe .....	337,930	257,019
Evening Sun.....	223,870	210,706
Evening World...	435,898	393,465
Telegram .....	459,342	423,033
Evening Journal..	499,726	580,164
Staat-Zeitung ...	346,828	.....
Standard-Union ..	458,387	.....

#### ACTIVITIES OF BALTIMORE CLUB

Elbert Hubbard spoke in Baltimore on Wednesday evening, March 20, under the auspices of the Advertising Club of Baltimore. He gave a heart-to-heart talk on "Modern Business." Samuel C. Dobbs, ex-president of the Associated Advertising Clubs of America, and advertising manager of the Coca-Cola Company, talked on "Efficiency in Advertising" at the Wednesday luncheon of the Baltimore Advertising Club of Wednesday, March 13.

## Measure

The measure  
of the interests,  
activities,  
sympathies  
and tendencies  
of the  
Woman's Home  
Companion  
reader, can be  
measured by  
reading the  
Woman's Home  
Companion.

## COLEMAN FOR NEXT PRES- IDENT OF A. A. C. OF A.

HIS RE-ELECTION POSITIVELY ASSURED PROVIDED HE WILL ACCEPT IT, AND INDICATIONS ARE THAT HE CAN BE WON OVER—LEWIS WITHDRAWS AND HOUSTON HAS NEVER BEEN IN IT

All things point to the re-election of George W. Coleman as president of the Associated Advertising Clubs of America.

This news is being received with the greatest satisfaction by members of the association everywhere, for Mr. Coleman is not only personally popular but his administration has been exceptionally efficient, and his continuation will undoubtedly assure the growth and development of the club movement on a thoroughly sound and sane basis. It will also be a relief to know that there is not likely to be any contest at Dallas, for that will mean more time for the practical work of the convention.

Mr. Coleman has hitherto said that he could not afford to stand for re-election on account of the heavy drain upon his time and energy which the office of president entails. The event which brought matters to a head was the introduction of the following resolution by Herbert S. Houston, at the Eastern Division of the A. A. C. of A., the resolution being unanimously carried with much enthusiasm:

The Clubs of the Eastern Division in their annual convention, held in New York March 7, 1912, wish to commend heartily the administration of George W. Coleman as president of the Associated Advertising Clubs of America. As that administration will have covered a period of but nine months at the time of the Dallas convention in May, we feel that in justice to President Coleman, and in the best interests of all the clubs, he should be chosen to succeed himself, therefore

*Be It Resolved:* That we strongly commend to all the Clubs the re-election of President Coleman by the Dallas Convention and believing in the democratic doctrine that organizations, like governments, derive their power from the consent of the governed, we urge that all the Clubs in a careful and deliberate manner consider who shall be their leaders and instruct their dele-

gates to the Dallas convention accordingly.

*Be It Resolved Further:* That the Secretary of this convention be instructed to send a copy of this resolution to the president and to the secretary of each club in the Associated Advertising Clubs of America, so that all the clubs may know of the action of this convention in endorsing President Coleman and commending him for re-election.

This resolution was telegraphed to San Francisco, where President Coleman was attending a banquet of the Advertising Association of San Francisco, March 15. David D. Lee, secretary of the Eastern Division, on Saturday received the following telegram from William Woodhead, president of the San Francisco club:

Your letter and copy Houston resolution received late to day. At a banquet to-night in honor of Coleman, I read the resolution, of which up to that time Coleman had no knowledge. Resolution received with tremendous enthusiasm and unanimously adopted by San Francisco, which means entire Pacific Coast. Coleman deeply touched. He will accept another term, beyond any question. Coleman goes to Los Angeles to-night, and arrives in Dallas, Tuesday.

The only other names which have been mentioned in connection with the presidency were those of Mr. Houston himself and E. St. Elmo Lewis, advertising manager of the Burroughs Adding Machine Company. Mr. Houston's resolution clearly indicates his position, but in addition he makes the statement to PRINTERS' INK that he "is entirely out of it and has never been in it."

Mr. Lewis, under date of March 15, officially withdraws his candidacy in an open letter. Nearly 300 delegates had been pledged to him by different clubs and divisions in the organization. Mr. Lewis also writes PRINTERS' INK that he has informed President Coleman that he "will do everything I can to assist him in making his administration a successful one." The open letter is as follows:

In August, 1911, I was approached by a number of the leading officials of clubs actively interested in the Associated Advertising Clubs of America, with the request that I should accept their nomination for the office of president, for the term to be filled at the convention in Dallas in May next.

I told them I would run for president provided President Coleman would announce that he would not accept a

# IN KANSAS

60% of the total population live on farms.

70% of the total wealth is in the hands of the farmer.

There are 9,876 dealers in various lines in the state.

There are 1,445 towns in the state.

Only 2 have a population of over 25,000.

Only 18 have a population of over 10,000.

These facts indicate first, the predominance of the farmer and his family as the principal trade possibilities in this rich state. Second, that these prospects have been educated by the prosperity of the last ten years to a higher standard of living.

The leading farm paper of Kansas is

## The Kansas Farmer

It has a total *all farm* circulation of over 60,000 copies weekly, of which over 52,000 go to paid-in-advance subscribers in Kansas—it reaching an average of over forty subscribers to every post-office in the state. It has the largest and strongest exclusively *Kansas farm* circulation of any farm paper published. Over 90% of it is among farm owners. This circulation is paid for at \$1 per year and over 90% of it is secured and maintained direct by mail—the rest of it by agents. 80% of the present subscribers were subscribers *last* year.

There are 177,299 farm homes in Kansas. You can reach the *best third* of these homes only through THE KANSAS FARMER. The strength of this paper as an advertising medium is proven by the number of its advertisers, their character, and their continued patronage. It takes no questionable advertising, cuts no rates, makes no trade deals and gives no free space. It is the only Kansas farm paper whose editors are practical farmers of wide and successful experience. It leads in live-stock advertising, both as to number of advertisers and in space used, thus showing the preference of the farmer advertisers of Kansas—men who are on the ground; and pay their money where they get the greatest value. The paper tells its own story. Send for a copy and judge for yourself.

**Guaranteed paid circulation 60,000 copies weekly**

Rate 30c per line flat.

When and where may we continue this conversation?

## THE KANSAS FARMER

Topeka, Kansas

Geo. W. Herbert, Inc.  
Western Representatives,  
First Nat. Bank Bldg., Chicago.



Wallace C. Richardson, Inc.  
Eastern Representatives,  
41 Park Row, New York City.

Member Standard Farm Paper Association

**Two years have proved  
what we said is so—**

**WE SAID**

(See *PRINTERS' INK*, January 19, 1910)

## **The Economical Way to Cover the Country is to Advertise by Districts**

**H**ERE is the idea: The United States naturally divides itself into districts, each having a metropolitan and industrial center upon which the entire district depends for its wealth and prosperity. By mapping off these districts and securing all possible information regarding conditions in each, the advertiser can distribute his advertising systematically and reduce waste to a minimum. He can (1) cover only as many districts as may be advisable; (2) concentrate heavily in those districts where conditions warrant; (3) determine definitely which are the most advantageous experimental districts.

We propose to publish in *PRINTERS' INK* a series of terse talks, giving advertisers valuable information about

### **The ADVERTISING DISTRICT OF CINCINNATI**

A million people in Cincinnati, or closely connected by trolley and train, focus their eyes on Cincinnati, to get suggestions for spending the millions they make in this big district. It includes the cream of the territory known as the Middle West. The facts we will give about this district will bear entirely on its value as a market for the advertiser. They will show you how to make your advertising produce maximum results for the money invested.

## **Cincinnati Enquirer**

Since which manufacturer after manufacturer has adopted the plan—5 out of every 8 new advertisers are *beginning* this way—and one magazine has adopted the zone plan thereby frankly confessing that advertising by zones is the most effective plan. Facts about this zone upon request.

## **Cincinnati Enquirer**

### **FOREIGN REPRESENTATIVES**

**I. A. KLEIN**

Metropolitan Tower, New York

**JOHN GLASS**

People's Gas Building, Chicago

re-nomination, and then only under certain definite conditions.

1. If 30% of the total individuals represented by clubs in the Associated Advertising Clubs of America would indicate that they believed my possible election to office would be to their benefit.

2. If the advertising clubs would endorse a definite programme for twelve months' work not only with respect to educational matters, but with respect to Associated finances, committee research work and give an organization commensurate to the task.

3. If the convention at Dallas would definitely adopt such a programme and reorganize the finances to support it.

I felt that I might be able to serve the organization with the best effect if such policies were found acceptable.

It was further understood that I should have until the first of April, 1912, to definitely decide whether my business and personal affairs would permit my accepting the office, if elected.

I have been greatly pleased with the response to that statement. Individuals and organizations have expressed an inspiring confidence in the plan, and a friendship for me that I shall not soon forget.

It appears that President Coleman will be glad to serve the Associated for another term. I believe that he should be given the opportunity to carry forward his work to a greater extent than has been possible in a short term of eight months. I have, therefore, definitely decided not to accept nomination for the office of presidency of the Associated. I believe President Coleman should receive a re-election at the Dallas convention. I hope all my friends will join me in urging upon him to take the office for another year, and that all will pledge him support in everything that will make for the increased efficiency of the clubs individually and collectively.

Thanking you for the expressions of your friendship and your proffers of support, and hoping that I shall have the pleasure of meeting all of you at Dallas in May, I remain.

#### NOVELTY ADVERTISERS ELECT OFFICERS

The national convention of novelty advertisers at a meeting held at Chicago, March 14, elected the following officers: President, George Greenberg of Chicago; vice-president, William Longfellow of Boston; secretary, H. S. Brackett of Chicago; treasurer, Charles G. Peterson of Chicago. O. G. Williams, delegate to the convention of the Associated Advertising Club of America at Boston, was appointed special representative of the advertisers to attend the national advertisers' convention to be held in Dallas, Tex., May 15.

There is a strong possibility that the new advertising building at Chicago will be sixteen instead of fourteen stories high, as the demand for space seems to require the addition. Work will begin on the new building May 1, and it is expected that it will be completed in February or March, 1913.

## THE DALLAS CONVENTION PROGRAMME

PROCEEDINGS TO OPEN WITH LAY SERMONS BY ADVERTISING MEN ON MAY 19—OTHER PLANS FOR A BUSY WEEK

The Programme Committee of the A. A. C. of A. and of the Dallas Advertising League has completed the general draft of the programme which will be followed at the Dallas Convention, May 19 to 27. There are certain details yet to be decided upon but the general features, it is announced, will stand.

The formal opening of the eighth annual convention of the A. A. C. of A. will occur Sunday, May 19, when prominent advertising men will deliver lay sermons at the ten or more churches in Dallas. Some of the men who have been assigned are S. C. Dobbs, I. H. Sawyer, Herbert S. Houston, Mac Martin of Minneapolis, J. A. MacDonald of the *Toronto Globe*, W. C. Freeman of the *New York Evening Mail*, James Schermierhorn of Detroit, T. W. LeQuatte of Des Moines and J. D. Kenyon of New York City.

The sermons will center upon advertising topics.

President George W. Coleman will speak Sunday afternoon on "The Church Outside the Churches."

The following is a partial programme for the rest of the week:

MONDAY MORNING, May 20. General Session, Dallas Opera House. President Geo. W. Coleman presiding.

Reports of officers.

Address, "Advertising and Distribution," by B. F. Yoakum of New York.

Discussion from the floor.

MONDAY AFTERNOON, General Session.

Among the several addresses will be one on the subject of "Educational Advertising Exhibits," by W. H. Ingersoll, of New York, illustrated by stereopticon.

MONDAY EVENING. Coliseum, Fair Grounds.

A session devoted to a discussion of "Municipal, State and Sectional Advertising." The principal address will be delivered by Lucius C. Wilson, of the Detroit Board of Commerce; G. Grosvenor Dawe, of Washington, D. C., manager Southern Commercial Congress; and Col. Henry Exall, of Dallas, President of the Texas Industrial Congress. Each address will

be followed by a discussion from the floor.

**TUESDAY MORNING, May 21.** Scottish Rite Cathedral.

Departmental Sessions.

1. General Advertisers.

2. Retail Advertisers; chairman, Joseph H. Appel, of John Wanamaker's, New York.

3. General Agents; Frank Presbrey, chairman.

4. Newspapers; chairman, A. L. Shuman, Fort Worth *Star-Telegram*.

5. Magazines.

6. Class Publications; chairman, Frank E. Long, *The Farmers' Review*, Chicago.

7. Conference of officers; chairman, Geo. W. Coleman.

**TUESDAY AFTERNOON.** Dallas Opera House.

General Session devoted to summing up Departmental Meetings.

General Advertisers: J. C. Reid, National Oats, St. Louis.

Retail Advertisers: M. E. Wilkinson, St. Louis.

General Agents.

Newspapers.

Magazines: Robert Frothingham, *Everybody's*, New York.

Class Publications.

Bill Boards and Painted Display: O. J. Gude, O. J. Gude Co., New York.

Street Cars.

Specialty Advertising: L. E. Pratt, New York.

Business Literature.

**TUESDAY EVENING.**

Formal Social Entertainment to be held in the Coliseum. Sh—h, it's all a secret, yet!

**WEDNESDAY MORNING, May 22.**

The entire delegation and the ladies will go over to Fort Worth in special interurban trains, where the day will be spent as guests of the Fort Worth Ad Men's Club. Fort Worth is only thirty miles from Dallas, a pleasant hour's ride. Detailed programme is not yet announced, but great preparations are under way. James Schermerhorn, of Detroit, will speak in Fort Worth.

Return to Dallas, Wednesday night.

**THURSDAY MORNING.** Dallas Opera House.

Reports of Committees.

Educational Committee: Chairman, Herbert S. Houston.

Address: "Standard Qualifications of an Advertising Man," by George French of Boston.

Vigilance Committee: Alfred W. McCann.

Mileage Banner Committee: H. J. Pettengill, chairman.

**PRINTERS' INK Cup Committee:** Ike L. Lorch, chairman.

General Publicity: Richard H. Waldo, chairman.

Address: Julius Schneider, Chicago *Tribune*.

Awarding of \$1,000.00 in cash prizes by The Kellogg Toasted Corn Flakes Company.

**THURSDAY AFTERNOON.** Dallas Opera House.

Election of Officers and selection of next Convention City.

An interesting feature of the

convention will be a display of advertising, held at Carnegie Library Hall. H. A. Olmsted, of Dallas, is in charge of the committee which has endeavored to make this display notable. The exhibits will be displayed by number only, the producer's name appearing in a catalogue.

#### RECEIVERS FOR MCCRUM-HOWELL COMPANY

The McCrum-Howell Company, New York, Manufacturers of the "Richmond" vacuum cleaner, boilers and heaters, and who have installed vacuum cleaning systems in many large buildings about the country, are in the hands of Federal receivers on proceedings brought in Philadelphia and Chicago by stockholders.

In answer to the petitions Vice-president George D. Howell agrees to the receivership "as necessary for the preservation of the business for the stockholders and creditors" but denies that the company is insolvent. The prosecution of the company in connection with the Government suit against the "bath tub trust" with which it was said to be allied, was given as one of the causes which demanded the intervention of the court.

#### THREE NEW LECTURERS

The educational committee of the A. A. C. of A. announces three new lecturers in the educational lectureship as follows: S. Roland Hall, principal of the schools of selling, advertising and salesmanship of the International Correspondence Schools, Scranton, Pa.; Mac Martin, lecturer on advertising for the University of Minnesota, in the extension division of the department of economics and political science; David N. Mosessohn, editor and publisher, *The Chamber of Commerce Bulletin*, Portland, Ore.

#### DENVER SECURES FROTHINGHAM AND HALL

The Advertising Club of Denver, Col., has engaged Robert Frothingham, advertising manager of *Everybody's Magazine*, and the Butterick Trio, to address visiting advertising men in Denver, May 15, en route to the Dallas convention. The Denver Club is also booking S. Roland Hall for a coast to coast trip during the month of April. Enough clubs have already signed to make the trip a certainty.

#### DES MOINES CLUB'S NEW PRESIDENT

Edward R. Stotts, the newly elected president of the Des Moines Ad Club, is manager of the firm of Dodd & Struthers, Des Moines, and is a member of the national advertising vigilance committee of the Associated Advertising Clubs of America recently appointed by President George W. Coleman.

# Some Startling Census Figures!

**A GREATER PERCENTAGE OF OHIO FARM OWNERS ARE FREE FROM MORTGAGE THAN THOSE OF ANY OTHER STATE IN THE UNION**

The latest statistics of agriculture compiled by the Bureau of Census, Washington, D. C., prove conclusively our contention that Ohio farmers are individually possessed of greater buying power than the farmers of any other section of the United States. Just note these figures and consider their great significance to you in your search for a market for your product:

**192,104 Ohio farmers own their own farms.**

**135,616 of this number are absolutely free from mortgage.**

THINK OF THAT! OVER 70 per cent are mortgage free! No other state in the Union—no city either—approaches this remarkable record. **AUTOMOBILE MANUFACTURERS** must especially be convinced that Ohio farmers can buy automobiles—they have the money, and they are buying autos as well as scores of other products which they have learned to regard as economies for the progressive farmer.

## THE OHIO FARMER

Is read every week by more than 126,000 farmers who pay one dollar a year in advance for this privilege. And over 95,000 of them are in the state of Ohio. No other weekly agricultural paper has one-half as much paid circulation in Ohio. If you are not using Ohio Farmer you are unquestionably losing your share of a lucrative trade.

Write direct or to either representative for rates and other information.

Member Standard Farm Paper Association.

Geo. W. Herbert, Inc.  
Western Representatives,  
600 First Nat. Bank Bldg.,  
Chicago, Ill.



Wallace C. Richardson, Inc.  
Eastern Representatives,  
41 Park Row,  
New York City.



## AN ATTRACTIVE PACKAGE IS ONE OF BEST OF DEALER-HELPS

ITS SELLING POWER AND PLACE AS A  
LINK IN THE ADVERTISING CHAIN  
MAY OVERBALANCE DIFFERENCE IN  
COST

*By William Colgan,*

Manager of Colgan Factory, Autosales  
Gum and Chocolate Company,  
Louisville Ky.

I have read Mr. Nash's article in *PRINTERS' INK* with a great deal of interest. I agree heartily with Mr. Nash and believe that an attractive package is one of the best dealer helps that can be used.

In deciding on our package for "Colgan's Violet Chips" and "Colgan's Mint Chips," we were impelled by a desire to provide the consumer with a convenient and sanitary pocket package for a high quality of chewing gum, and to have a package different from any other chewing gum package on the market, in keeping with the distinctive quality and shape of our product.

The excessive cost of the lithographed, round tin box, as compared with the paper wrapper, would have been sufficient to warrant its rejection, had we not given full credit to the selling power of the package itself, and its appealing force to the consumer and dealer.

We considered the consumer would appreciate and welcome a chewing gum package that could be conveniently carried in the vest pocket or hand bag, from which one or more pieces could be extracted without exposing the remainder to pocket soil or other articles in the pocket or hand bag, as the paper package will do when the original package is broken and the wrappers open and work loose from the gum in the pocket or hand bag.

The uniqueness of such a package had its value in our mind and we argued with ourselves that such a package would not only be an innovation, welcomed by the consumer, but would likewise appeal to the dealer, who would

be all the more disposed to prominently display it in his store—all of which facts have been proven to our entire satisfaction and gratification.

We never allow the attractive feature of our package, however, to distract our attention from the quality of our product, but, at the same time, rely on our package to do considerable toward its sale; in fact, we soon learned to call it an *automatic seller*.

We have been manufacturing high grade chewing gum for thirty-five years prior to the introduction of "Colgan's Violet and Mint Chips," but in all that time were not able to attain the sales volume on "Colgan's Taffy-Tolu" that we did attain on Colgan's Violet and Mint Chips.

Of course, we did considerable advertising, as we realized that the better article and the better package we had, the more excuse and reason we had for advertising.

We also employed dealer-helps in the way of window displays and display stands, but the *most potent* dealer-help, in our opinion, was the *package itself*; the other means employed by us were merely incidental and subservient to the package.

We found, also, that our package was instrumental in getting the jobber's salesman's help, as the jobber's salesman was anxious to bring to the attention of his retail trade the novel chewing gum package.

As a connecting link between the store and our other advertising, we soon learned that the package was extremely valuable. We made it a point to duplicate our package in all of our advertising copy, which made it readily recognizable when seen in the stores, as it stood out in relief against other chewing gum packages displayed alongside of it.

### SHUMAN DISCUSSES TRADE PRESS

R. R. Shuman, advertising manager of the Liquid Carbonic Company, Chicago, spoke, March 7, at the noon luncheon of the Advertisers' Club of Milwaukee on the subject, "The Trade Press in an Advertising Campaign."

## ANYBODY ELSE FEEL THIS WAY ABOUT IT?

H. B. FRANKLIN MANUFACTURING  
COMPANY,  
Office of the President.  
Syracuse, N. Y., Mar. 12, 1912.

Editor of PRINTERS' INK:

I do not like your plan of continuing an article to the back part of the book. PRINTERS' INK is read from cover to cover and it is a nuisance to have to break off to hunt for the rest of the article.

H. H. FRANKLIN,  
President.

Publications like *Saturday Evening Post*, *Country Life in America*, *Ladies' Home Journal*, *Leslie's Weekly*, etc., etc., have used this style of make-up for a long time. It not only has important advantages from a mechanical standpoint, but is also supposed to benefit advertisers who happen to have position in the back part of the magazine. However, if neither readers nor advertisers think well of the practice, doubtless publishers would be glad to know it.

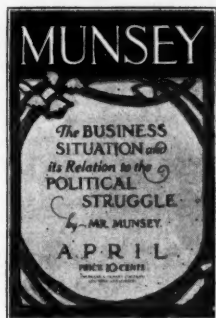
ADCLUB "BULLETIN" HAS NEW  
EDITOR

Arthur G. Turner, manager classified advertising department of *The Baltimore News*, has been appointed editor of the *Adclub Bulletin*, the official organ of the Advertising Club of Baltimore, to succeed John E. Raine, publisher of the *Democrat and Journal*, Towson, Md.

The February issue of this Baltimore publication contains such articles as "Baltimore as a Convention City," by O. F. Hershey, the chairman of the Baltimore delegation that landed the National Democratic Convention for the Monumental City; "Baltimore as an Artist Sees It," by Alexis Jean Fournier, an artist of world-wide repute; a typical Manly Gillam talk, entitled "How the Retail Advertiser May Increase His Business," and an array of other articles of special interest to members of the Advertising Club of Baltimore, and also of more or less interest to everyone interested in the cause of more and better advertising.

### JOINS "HORSELESS AGE"

Frank B. Hutchinson Jr., has resigned as advertising manager of the Toledo Computing Scale Company, Toledo, O., and has joined the staff of *The Horseless Age*. Mr. Hutchinson will represent that publication in Ohio, Western New York and Western Pennsylvania, with headquarters at Cleveland. Mr. Hutchinson is not a newcomer among the automobile trade papers, as he was formerly New York State manager for *Motor*.



**MUNSEY'S  
MAGAZINE**  
stands for good  
morals, good business. Its policy is  
creative, constructive,  
optimistic.

**The Frank A. Munsey  
Company**

175 Fifth Ave., New York

## *You know that salesmanship adds value to the merchandise you make or handle*

**WE** use magazines, newspaper, billboard, painted-wall and bulletin space, to make your salesmanship more effective without increasing the percentage of cost.

**WE** can show you many instances where our plans, worked out in confident co-operation with our customers, have materially increased the earning power and compensation of personal salesman—yet reduced the cost of salesmanship as a whole.

A good salesman's time is too valuable to do any work that can be done by advertising space and copy.

Yet no advertisement ever approached 100% efficiency without confident, intelligent co-operation of personal salesmanship.

Mahin service, applied to your business, becomes *your* advertising service. It is yours. It is the result of studying and knowing your product, your field and your problems.

It is the preparation of copy and illustrations which carry the individuality of your business and which put the *buying impulse* into the mind of the public.

A good business may be built on selling copy, but every great permanent business rests upon the continuing buying impulse. It is the difference between compelling and convincing.

Mahin service is sales co-operation and development. Our special sales-development plans—*special* for each customer—add force to every bit of advertising we prepare.

**EACH** department in our company works harmoniously with the others on each campaign—the one idea being to produce a coherent campaign which will result in people buying your goods. The salesman who can induce people to *buy*, instead of *selling* them, is the topnotcher in every business.

Mahin service is counsel on mediums from the standpoint of what is best for you; it is buying space in those mediums on an economical basis for you; it is providing copy—magazine, newspaper, trade paper, poster, painted sign, street car, bulletin and agricultural paper—of the right sort and at the right time to bring the greatest immediate and continuing results.

Each branch of this work comes under the care of a man who, to our knowledge, knows that particular line of work a little better than anybody else. The result is that you get the best possible service on every detail.

Mahin service is space buying as well as space filling.

Poor copy wastes the advertiser's money, but poor space buying *burns* it.

We demonstrate every day in the year that we can and do save our customers a large amount of money on the space they use. The highest-grade publishers and their representatives have said publicly that our Space-buying Department, under the direction of Mr. W. C. Hoeftlin, looks after our customers' interests better than any other similar department.

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**THAT** is a strong statement. It can be proven by our customers; it can be proven by testing us.

Mahin service is attending to everything for you that can be done outside your own organization.

We write your copy, have your illustrations made, make your posters, buy your space at the lowest net wholesale rates made to us by sellers of space, and give you the space and time discounts allowing you the same cash discounts secured by us, set up your advertisements, send proofs and cuts to the publications in which they are run, send instructions to publishers and billposters, check the service.

We pay the bills and render our customers one account for space and service, with vouchers fully explaining them.

Our service charge is 15% of the lowest net rate secured by us.

Under no circumstances do we take business at lower-service charge.

The Mahin Advertising Company is an organization representing a group of advertisers securing for them the full benefits of concentration and specialization.

In buying space, we represent our customers and not the seller of space, therefore, we do not consider that the seller of space pays us a commission.

We protect and intensify our purchasing power by refusing to sell anything to any one from whom we buy for our customers.

**OWNERS** and producers of advertising space make prices to advertising agents ranging from 10% to 25% less than their prices direct to the advertiser.

We secure *all* these discounts and often lower prices based on the large volume and desirable character of our customers' business, but we give our customers the full benefit of our purchasing power by only charging them the net rates.

To this we add our uniform service charge of 15%.

The leading article in the February 29th issue of *Printers' Ink* was written by one of our customers—V. L. Price, Chairman of the National Candy Co. of St. Louis—in which he tells about "Winning the campaign before firing a gun."

In the same issue, Mr. Frank T. Hill tells the wonderful story of "Certainteed Roofing," a brand new campaign in *Farm Papers*, where the advertiser, the General Roofing Manufacturing Company, knew, almost before they spent a cent in advertising, that their campaign would be successful.

We will explain fully our own work in both of these campaigns, and many others, showing the unusual things we have helped do successfully in advertising during the past year, to any advertiser interested in our service.

Come in and see us. Find out about us. Write, telegraph or telephone us for an appointment in your office or ours—preferably ours, because then you will see and know what we do.

## Mahin Advertising Company

John Lee Mahin, President

Wm. H. Rankin, Vice-President

H. A. Groth, Secretary

825-845 American Trust Building, 76 West Monroe Street, CHICAGO

Newspaper : Magazine : Farm Paper : Trade Paper : Street Car and Outdoor Advertising

*After May 1st, we will occupy the Tenth Floor of the new Monroe Building, 100-108 South Michigan Boulevard, South corner Monroe Street.*

*This is the ideal location in Chicago for an advertising organization. It has plenty of light and air, facing Grant Park on the Lake Front; it is across from the University Club, a few doors from the Illinois Athletic and Chicago Athletic Clubs, and within a few blocks of the leading hotels.*

## SUPREME COURT UPHOLDS "LICENSE AGREEMENTS"

FOUR JUSTICES CONCUR IN FAVOR OF  
PERMITTING PATENTEE TO SPECIFY  
ACCESSORIES—CHIEF JUSTICE DIS-  
SENTS ON THE GROUND THAT IT  
PERMITS UNWARRANTED EXTEN-  
SION OF MONOPOLY—REHEARING  
LIKELY

The Supreme Court of the United States, on March 11, handed down a decision in the case of *A. B. Dick Co. vs. Sidney Henry et al.* In this decision the court upholds the validity of a license agreement whereby purchasers of mimeographs manufactured by the Dick Company under letters patent are prohibited from using with the machine any ink except that purchased from the Dick Company. The decision was handed down by a minority of the full bench. There is a vacancy caused by the death of Justice Harlan, and Justice Day did not participate. Of the seven remaining members of the court, Chief Justice White, Associate Justice Hughes and Associate Justice Lamar dissented.

This decision has been looked for with much interest and some anxiety by manufacturers of patented articles. The question is now for the first time decided by the Supreme Court, though the lower courts have upheld the doctrine many times during the past fifteen years. There has been a strong desire to have the question finally settled as to just how far a monopoly granted by letters patent may be extended to apply to accessories used in connection with the patented article, and which themselves may or may not be covered by patents.

Can the manufacturer of safety razors prohibit their use except with blades of his manufacture? Can a manufacturer of player-pianos specify that only music rolls purchased from him be used? Can the adding machine manufacturer compel users of his product to purchase all paper used from him or his agents? The Supreme Court has decided that he can, under the restrictions of

the patent laws which provide that due notice of conditions must be given, without which notice no claim of infringement will be allowed.

Chief Justice White dissented upon the ground that the license restrictions were collateral contracts, and that the decision unwarrantably extended the Federal judicial power over what belonged within the jurisdiction of the State Courts. He declared the court had said to the patentee selling a patented engine that he had the right by contract to bring under the patent laws all contracts for coal or electrical energy used to afford power to work the machine. To the buyer of a patented sewing machine it said that the patentee might require all the thread, needles or oil used to be bought from the patentee. The patentee of a cooking utensil might require that all the food cooked in it be purchased from him, or the patentee of a window frame that all the material in a house in which the frame was to be used must be procured from him.

There are persistent rumors that an attempt is to be made to secure a rehearing by the full bench. It is not hard to see where this decision will interfere with the enforcement of the Sherman Act, since it legalizes many "combinations in restraint of trade."

## MICHIGAN WEEKLY CELEBRATES

March 2, *Detroit Saturday Night*, Detroit, Mich., celebrated its fifth anniversary. Open house was kept from 10 a. m. to 4 p. m., and one of the most pleasing incidents of the day was the call, in a body, of the Ad-craft Club, of Detroit. On Monday evening the publishers entertained the staff with a dinner and dance.

Fred F. Fitch has been appointed circulation manager of *Up-to-Date Farming*, of Indianapolis, Ind. For four years Mr. Fitch was circulation manager for the Crowell Publishing Company.

G. B. Perkins has given up his position with the Potter Drug and Chemical Company, Boston, to become advertising manager of the Resinol Chemical Company, Baltimore.

Jos. G. Lemen, has left The Cramer-Krasselt Company, Milwaukee, to enter the Service Department of The Hall-Taylor Company of the same city.



# The Birmingham Ledger

**Leads All Other Birmingham Papers in Amount Advertising Carried in February**

Home advertisers give splendid endorsement to effectiveness of The Ledger's advertising columns

The Ledger does not accept advertising of the class comprising WHISKEY, BEER, ADVERTISING DOCTORS, CLAIRVOYANTS, GET-RICH-QUICK SCHEMES, FRAUDULENT OR OBJECTIONABLE MEDICAL, and yet during the month of February The Ledger carried a grand total of 30,735 inches of advertising, being 908 inches more than its nearest evening contemporary which carried 2714 inches of whiskey and beer advertising and 567 inches of advertising doctors advertisements, a total of 3281 inches of display advertising which is not tolerated in The Ledger advertising columns.

We have here a table showing the amount of display advertising of all classes carried in the three papers with gains and losses for February, 1912, over February, 1911:

## LEDGER

	Local	Foreign	Total
1912.....	25830	5405	30735
1911.....	17475	5109	22584
Gain .....	7855	296	8151
Loss .....			

## NEWS

	Local	Foreign	Whiskey & Beer	Advertising Doctors	Total
1912.....	20270	6281	3714	567	29832
1911.....	22687	5430	511	No record	28628
Gain .....		851	2203	567	1204
Loss .....	2417				

## AGE-HERALD

	Local	Foreign	Whiskey & Beer	Advertising Doctors	Total
1912.....	20168	5192	1187	454	27001
1911.....	19336	5110	828	No record	25274
Gain .....	832	82	359	454	1727
Loss .....					

The figures shown for The Ledger include the Special House-Warming Number which carried 4311 inches of local advertising.

Deducting this the figures show that The Ledger for the month of February carried 749 inches more local advertising than its nearest competitor, The Birmingham News; also that The Ledger made a gain in local business of 3544 inches against a corresponding loss of 2417 inches on the part of The News.

The "Classified" Page is an excellent index of the "pulling" power of a newspaper's columns. In the main the classified columns are patronized by people who demand quick and certain results. The Ledger carried during February 3910 paid classified advertisements against a total of 2549 in The News and 2718 in The Age-Herald, excluding the Sunday paper, which printed 2017 ads, or a total of 4735 for both daily and Sunday.

To sum this up, The Ledger in February carried 53 per cent more classified ads than its nearest six day competitor.

Your advertising in The Ledger has the protection of clean companionship; that's why it begets the confidence of this great community of Ledger readers and brings you bountiful results.

## THE JOHN BUDD COMPANY

Advertising Representatives

Brunswick Bldg., New York; Tribune Bldg., Chicago; Chemical Bldg., St. Louis.

## MAKING ADVERTISING WORTH MORE

THE GROWING TENDENCY TO BUY SPACE FOR "INFLUENCE" RATHER THAN "CIRCULATION" — MAGAZINE ADVERTISING HAS TOO FREQUENTLY OVERLOOKED THE DEALER—HOW SOME PUBLISHERS ARE MAKING THEIR OWN PAGES WORTH MORE BY ADVERTISING ADVERTISING

By Roy W. Johnson.

The advertising manager of today is quite likely to retort to the solicitor who tells him that his paper has so-many-thousand subscribers: "Yes, but I am not buying *circulation*: I am buying *influence*." There is a difference, and advertisers are rapidly coming to realize it.

The demand for influence is constantly increasing, and there are plenty of signs that publishers are taking pains to supply it.

The bulk of the general magazine's advertisers are makers of products which are sold through local merchants. The magazine page creates or stimulates a buying impulse which cannot be carried into effect except through the medium of a factor which is neither the magazine nor the advertiser. If the merchant be unfriendly towards the goods, or even lukewarm, he offers just so much extra resistance to the buying impulse which has been started by the advertising. Perhaps distribution, with the necessary accompaniment of dealer co-operation, is the hardest thing of all to secure and maintain. The magazine of yesterday did little or nothing directly to secure dealer co-operation. The magazine of to-day is beginning to realize that its future depends upon the service it can render in actually selling the advertiser's goods—not merely provoking a more or less casual interest in them. And if the weak point is the retailer, the magazine must begin on the retailer.

Now the retailer, like any other man, will do the thing which appears to his best interest. And unless the whole system of mer-

chandising by advertising is wrong and economically unsound, it is to the dealer's best interest to sell advertised, trade-marked goods. Therefore it is plainly up to *somebody* to educate those dealers who do not understand that it is so and as the magazine publisher's bread and butter depend to a large extent upon the value of his space, a share of the educational process is up to him.

During the last year several things have happened which go to show that the situation is realized, and that some publications, at any rate, are willing to assume their share of the expense which will come back in the increased value of their own pages.

The Association of National Advertising Managers has taken up the subject of advertising advertising in a systematic way. Realizing the necessity of educating the public—consumers and dealers alike—to the value of advertising and the advantages of buying and selling advertised goods, they have gone to the publishers with the proposition: "We will furnish the copy if you will furnish the space." Two hundred and seventy-five publications—including newspapers, magazines, farm and trade-papers—have signified their willingness to run the association's copy without charge. Some reserve the right to edit the copy, others accept with a proviso that the copy be satisfactory; but the important point is that there is so considerable a number of publishers willing to give space to the advertising of the advantages of buying and selling advertised goods.

This is further work along the line of the "Advertising Talks" which have been appearing in leading daily papers throughout the country over the signature of Wm. C. Freeman, and of the editor of PRINTERS' INK.

Among the magazines themselves, there are signs of progress. Some publishers are beginning to understand that it pays to do a little dealer promotion work themselves, rather than to leave it all to the advertiser with the assumption that it is "none of



## ACHIEVEMENT--CONFIDENCE--BELIEF--RESULTS

*not synonyms in any of the accepted standard dictionaries, but one and the same thing where a daily newspaper is concerned.*

# ACHIEVEMENT

Where there is actual tangible, material achievement on the part of a newspaper, public confidence—belief in that newspaper—comes as sure as day upon night. Where there is **CONFIDENCE** there is **BELIEF**. Confidence and belief never travel apart. They are a team in perfect step.

It is what the Los Angeles Examiner has done that has brought it the complete confidence not only of a community, but an entire great section of the country—the prosperous and prospering Southwest.

It is **BELIEF** that has sent the circulation of the Los Angeles Examiner from 49,164, the daily average in 1909, to 87,841, the daily average in 1910; to 66,000, the daily average in 1911; to 72,943, the daily average for December, 1911; from 87,441, the Sunday average for the year 1909 to 103,947, the Sunday average for the year 1910; to 116,092, the Sunday average for the year 1911; to 125,552, the Sunday average for December, 1911. Nothing succeeds like confidence, and there is no truer test of confidence than circulation.

Why do 97% of the Los Angeles Examiners go through the front door into the homes 365 days of the year? For no other reason than that its readers have a confidence in it—**BELIEVE** in it. No man subscribes for a newspaper for what is **NOT** in that newspaper. The newspaper is **BOUGHT** for what it is and what it does.

The Los Angeles Examiner is the triumphant journal in all the Southwest.

It is **Belief** that sells the newspaper, and it is **BELIEF** that sells the merchandise advertised. When you advertise in the Los Angeles Examiner, you start with the mental attitude necessary for any sale—**Belief** in the mind of the reader—a belief that is necessary in order to secure the one great essential—

# RESULTS

## LOS ANGELES EXAMINER

Western Representative  
W. H. WILSON  
906 Hearst Bldg.  
Chicago

Eastern Representative  
M. D. HUNTON  
25 East 26th Street  
New York



our business anyway." *Good Housekeeping*, for example, has established a fairly complete bureau of dealer promotion work. It is buying inserts in the trade-papers which reach retailers to advertise the advantages of handling nationally advertised brands. It is furnishing newspaper electros to dealers to run locally, featuring the fact that nationally advertised goods are handled. It is supplying signs for the dealer's window, heralding the fact that inside advertised goods may be bought.

Out in Texas, Frank P. Holland, publisher of *Farm and Ranch* and *Holland's Magazine*, has gone to work in a systematic way to build up dealer confidence in advertised goods.

#### TIP FROM MAIL-ORDER BUGABOO

Representatives of the papers have called upon more than 5,200 merchants during the last ten months. These representatives have but one duty—to convince the dealer, if possible, that he can make more money by handling advertised, trade-marked goods than he can make with nameless commodities. They show him how the advertising reduces the cost by increasing the volume of sales. They show him how demand for advertised goods is being created in his own trade territory. Mail-order houses are doing considerable business in the Southwest, and the representatives show the dealer that if he doesn't get the money the mail-order house will. They show him why the mail-order house cannot as a rule offer trade-marked goods, and that, therefore, these goods are his best weapon against mail-order competition.

A complete report on each merchant is filed in the publication office, and each merchant is followed up by mail from time to time. Considerable space in the publications is devoted to articles boosting the community spirit—showing the advantages to the consumer of buying advertised goods from the home merchant over sending the money outside the community. Every merchant is urged to take space in his local

paper urging the same things, and local newspaper publishers are enlisted to help the movement through the desire to sell the local merchant the space. More than twenty thousand dollars have been spent in this work among dealers. Of course it has strengthened the papers—nobody denies that—but it has also enhanced the value of every magazine page which has been sent into Texas.

As a sample of the results which have followed the campaign, the following may be cited: A certain Texas retailer had been handling a trade-marked brand of shoes for twelve years, when a competitor suddenly came out with the same brand, selling them at exactly what the first merchant was paying for them. They were "factory seconds"—but the trade-mark was on them just the same.

The merchant who had been handling the shoes for twelve years did not kick to the manufacturer, neither did he meet the cut in price. Instead he wrote to Col. Holland. Here was a case which absolutely controverted the arguments which had been advanced for the trade-marked goods. "Can you recommend a line of shoes to me," he wrote, "which I can handle without fear of a dirty deal like this?"

The publisher took the matter up with the manufacturer direct, showed him how such tactics were defeating his own purposes, and the merchant is still handling the same brand of shoes.

There would be nothing particularly remarkable about that incident if it had been a consumer writing in to the editor to find out what kind of shoes to buy. That is a common enough occurrence. But when a dealer—a third party—goes to a *consumer advertising medium* for advice, it points out a possible line of development for consumer mediums which has by no means been worked to anything like its full extent.

Publishers have been so busy in the past getting vast numbers of subscribers, that they have had little time to spend in strengthening their influence with those whose influence counts; the local

dealers. There are those who think they see a rising sentiment in favor of localized advertising, as distinguished from national advertising. If there is such a sentiment, the development of influence rather than mere circulation on the part of the national mediums is the factor which will go far towards counteracting it.

#### WHY GO TO TEXAS?

*The Representative*, the official organ of the Representatives Club, New York, tells a number of good reasons why the members of that club should go to the Dallas convention. While intended for the members of one club they are just as good for those of any other. They follow:

"We are going to Texas in order that we may be better educated—in order that we may know more than we do regarding the great southwest. Most of us are selling circulation in that territory, be it large or small, but very few of us know anything about what we are selling. We are anxious to change this condition.

"When a solicitor for any publication tells an advertiser they have 50,000 or 100,000 circulation in the state of Texas, or any part of the southwest, we believe he should know something about those subscribers, their territory, their mode of life, their market possibilities and purchasing power.

"Ninety per cent of the men who are actually spending money in the southwest have never been there. Is this not wrong? Should any business man or advertiser hesitate to avail himself of the opportunity which this convention affords to correct that wrong?

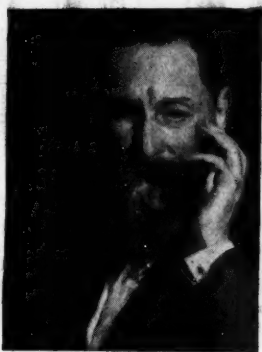
"Texas and the southwest has followed the advertising movement wherever it has gone. They know infinitely more of us than we do of them. Let us even up the score next May. Let us go to Texas and meet the galaxy of advertising brilliancy which will there be assembled—get better acquainted and learn the real lesson they have to teach.

"Knowledge is the greatest power in advertising. We need much more knowledge of the great southwest.

"To meet those who will be there and the exchange of ideas which is bound to follow will be well worth the trip, and the publisher who fails to be represented at Dallas in May, 1912, will fail to take a step which must bring him that much nearer the best in advertising."

Marshall Whitlatch, formerly advertising manager of the Standard Milling Company, is now with the Lee Lash Studios, New York, as sales and advertising manager.

The El Paso (Texas) *Morning Times* has been elected to membership in the American Newspaper Publisher's Association.



"A Modern Superman" is the title of a character study of the late Joseph Pulitzer by one of his secretaries

—in the April  
**AMERICAN**

The inducement to read  
The American is contained within its covers.

*Keith Gray*

ADVERTISING DIRECTOR

## ADVENTURES IN FOLLOW-UP

A MID-VICTORIAN HEROINE WHO SELLS BEAUTY TREATMENTS—A GUARANTEE WHICH DOUBTLESS MEANS WHAT IT SAYS—SOLICITUDE RAISED TO THE HIGHEST POWER

By John P. Wilder.

### IV

Caroline was born too late; there isn't a shadow of doubt about it. She should have been alive when heroes went forth to do battle and returned to have their wounds healed with a rain of pitying tears. Or at least she should have been cast in the melting mood of a mid-Victorian heroine, instead of being condemned to sell "beauty treatments" amid the crass materialistic atmosphere of Chicago, U. S. A. Such tender solicitude as Caroline shows is utterly wasted in this practical age.

Caroline sent me her book. In it she tells of her long struggle for beauty; how she pored over the dusty tomes of the past; how she studied the methods of the Queen of Sheba, and Helen of Troy. She tells how homely she used to be, and how beautiful she now is, since she discovered the true secret. She makes a stab at proving the latter contention with photographs, but doesn't furnish any "before taking" as a means of comparison. Not that she doesn't believe in the comparative method; she does—on somebody else. And aside from the fact that the wrinkles are rather unskillfully washed in on the "before taking" photographs, they look all right. She had the forethought to copyright 'em, so I can't give a clearer demonstration.

Caroline says that her only object in life, now that she is beautiful, is to give her discovery to suffering womankind. The broad, unselfish impulse to scatter the glad tidings throughout the world is what impels her. The small charge she makes is only an evidence of good faith, and if the treatment doesn't transform you, she gives you leave to demand

your money back again in accordance with her "ironclad" guarantee, which is this:

### MY IRON CLAD MONEY-BACK GUARANTEE

*Know All Men By These Presents:* That I, Caroline Desmond, of the City of Chicago, County of Cook, State of Illinois, do hereby guarantee to pay to any worthy charity that may be named, the sum of ONE HUNDRED DOLLARS, and a like sum to any person so acting for any person wherein I have failed to refund the full amount of my Treatments in event the purchaser was not satisfied—he or she returning the unused portions within thirty days of date of purchase by prepaid express. This guarantee is not qualified in any way. I want every man or woman to know positively and absolutely that I stand ready and will return the full purchase cost under these conditions.

Signed,

CAROLINE DESMOND.

Better read that over again and get it. And when you find out what it means, tell me, for I am anxious to know.

But where Caroline's character comes out strong is in her letters. As a dispenser of hope she is there with the goods. At first she tries to talk business, but it is no go. Her sentiments are too near the surface, and I have got to the point now where I examine every letter she writes me for tear stains. I have also come to the conclusion that I am the original flintheart, and that I should go on my knees and ask the dear girl's pardon for having sent her a postal card at her invitation.

First letter says:

I want you, now, to understand, before I attempt to explain anything to you, that I am anxious to have some woman in each county, each locality of the big cities, each village and small town, and country section, to be able to truthfully say: "Caroline Desmond did for me what she promised to do and her beauty secrets and her beauty methods will enlarge the bust, remove wrinkles and beautify the face and figure." Don't you know what this means to me? Can't you see that the proposition I am making to you is a business proposition and that really I am selfish when I make it?

For a limited time, I am making this offer to the public in a broadcast manner, and my announcements are appearing in all manner of publications. I have made up my mind that the quickest way for me to spread my methods, and develop and prove my theory is by actual demonstration to 20,000 women. This will give me a

# STRATHMORE PARCHMENT

Good business stationery is no longer a mere expression of high ideals - it is a duty to one's Correspondents. Strathmore Parchment costs slightly more than other good business papers but the knowledge of a duty gracefully done is worth this extra cost. Bear this in mind when ordering new stationery. The Strathmore Parchment Test Book free on request.

THE STRATHMORE PAPER CO.  
Mittineague, Mass., U. S. A.



The "Strathmore Quality" line includes high caste papers for artistic printing

## Newspapers Real Market Makers

Any advertiser—national or local—has one certain road open to the development or creation of markets. For the small retailer or the great department store, the newspaper is the *one* medium. For the national advertiser covering the entire country or the manufacturer expanding his trade by sections, newspapers are supreme.

Among newspapers,

## The Seattle Times

holds a high position. A growing list of advertisers is finding it more than profitable both as a producer of sales and a creator of good will. Only a thoroughly up-to-date paper fully equipped to satisfy the exacting requirements of the class of readers the TIMES is reaching can accomplish such results.

The TIMES covers the Pacific Northwest—the fastest growing market in the country. To advertisers who want to “start something,” we will gladly send full details and much interesting information.

### **TIMES PRINTING COMPANY**

*Seattle, Washington*

THE S. C. BECKWITH SPECIAL AGENCY

*Sole Foreign Representatives*

NEW YORK

KANSAS CITY

CHICAGO

larger testimonial patronage than any sales organization of any corporation in the United States.

See with what artlessness Caroline asserts that she is selfish! Modesty, thy name is Desmond!

But, no more of the sordid considerations of business. Let us speak of happier things:

My dear sister, I know what it is to be unbeautiful; I have felt the agony, the chagrin, the disappointment and the sorrow of ugliness in face, form, unnatural disability. I remember, just a few years ago, how I felt when I attended a ball or young people invited me to their parties and entertainments. My women friends would go to entertainments in elegant gowns, showing their figures to good advantage. They were not afraid to wear low-neck dresses, while I hesitated and held back, most conscious of my inability to appear as they did. I am frank to say that my admirers were few—men cared little, if anything, for me, and in every sense of the word I was a wallflower.

Then imagine my joy, after I had perfected my methods, to find that they were making me beautiful, and I am frank in telling you that the first time I appeared in public in a low-necked dress, men who never before paid the slightest attention to me became my most ardent admirers.

Two whole pages of that, single space, bring us to the offer of nine dollars' worth for three dollars, and a request for my picture for her album.

"Hereafter" she finishes.

My letters will come to you without bearing your name on the letter so that, if you mislay these letters, no one will know that you are taking my treatments. Hundreds of my lady customers have expressed a delicate confidence over this matter.

I must have wounded Caroline's delicate sensibilities, for in about a week I was addressed as follows:

Dated from my Private Parlor,

February 6, 1912.

Personal from Caroline Desmond to you—my dear, new Friend:

Why have I not heard from you? Can it be that you are ill, or that some new affliction has come upon you? I so sincerely hope not. I hope it was only the human frailty—neglect—a frailty that is costly and sometimes serious, though not fatal.

But I do not feel offended at your lapse of courtesy in not replying to my letter—that is not why I am writing to you to-day. No, the real, pure substance of life and goodness is not in these little matters of etiquette—it is in our thoughts of each other, our service to each other, and our courage to sacrifice our time and even our money to place a new joy in each

other's heart or release a pain that was thrust ruthlessly by time or misfortune of birth. I am writing to you because I offer you opportunity of great happiness. Please read my letter in the spirit which has inspired it, a spirit of faithful desire to co-operate—to help—to gratify your ennobling wish for physical sweetness. And I can help you all and possibly even greater than you have hoped.

But Caroline's generosity does not stop there. After having given me a chance to get beautiful at one-third the regular tariff—after sparing my feelings by forbearing to fill in my name on her letters—after inquiring so earnestly about my welfare—she comes back once again with an offer so generous that I don't dare write to her now. I'm ashamed to.

March 2, 1912.

MY DEAR SISTER:

I can imagine but one reason why you have not taken advantage of the great opportunity I have offered you to receive the full benefits of the treatments that have made myself and thousands of others beautiful and happy.

It must be that you find it impossible to spare the full amount for these treatments, even at the special price I made to you of only \$3 for any six treatments. Lack of ready money is no disgrace—if one's heart is honest—my sister, and you need not hesitate to write to me upon matters of this kind. Make a confidant of me—let us talk to each other as sisters should talk, and let us do for each other as sisters should do.

Therefore I am going to trust you, as I feel that my confidence cannot be misplaced. All I ask is that you co-operate with me in accomplishing this great work that will mean so much to you as the days and years of happiness go by.

Write your name and address plainly upon the enclosed order blank—mark with an X the six treatments you most desire. Pin just a \$1 bill to the order and mail it to me immediately. The complete treatments will be shipped to you, together with full instructions and my special lessons in manicuring, hair dressing, etc., upon the understanding that you may pay me the balance of \$3 in small payments just as you can, say 25 cents or 50 cents a month.

I shall expect to hear from you by return mail. Time is relentlessly stealing the beauty from your brow and form—take heed to-day. Do not trifle with chance. Step into the path of truth—gladden your heart—accept the joy that is offered to-day.

Sincerely yours,

CAROLINE DESMOND.

McAlester, Oklahoma, is sending a Pullman car on a tour of some twenty cities to let the people know of its resources. The enterprise is costing the city \$20,000.



## DATA FROM THE SMALL TOWN FIELD

INVESTIGATION IN WISCONSIN FIELD DEMONSTRATES IMPORTANCE OF FARM TRADE—TIME TO GET OVER THE OLD CONCEPTION AND GIVE THE FARMER HIS PROPER PLACE AS A CONSUMER

By Frank T. Lovejoy.

Recently the *Wisconsin Agriculturist* had occasion to investigate the sale of toilet preparations to the farmer and found a remarkable condition, or to be more exact, a natural condition, but remarkable from the majority view of those who do not know the farmer.

The State of Wisconsin was selected as the basis of investigation because it seemed to be representative in every particular. It is a good agricultural state, it is a good town state, it is prosperous, the farmers are diversified and it is one of the biggest dairying centers in the world. There are foreign born and states born; there are old farmers and there are new farmers. In fact Wisconsin seems to embody every possibility which might arise in any other particular agricultural section.

The accompanying data form was mailed to 100 druggists in 100 different towns in Wisconsin, ranging in population from 1,003 to 6,663 with an average population of 2,379. The names were obtained through R. G. Dun & Co. and taken promiscuously so long as the rating was worth while.

### Advertising Data Form

What Brands of Tooth Preparations do you sell?

Lyons'..... Sanitol..... Colgate's  
..... Calox..... Pebecco..... Graves'.....  
Rubifoam.... Special.....

What Brands of Tooth Brushes do you sell?

Prophylactic..... Rubberset.....  
Special.....

Do you sell much of these goods to Farmers? .....

What percentage of your trade is with the Farmer? .....

Do you consider his trade good? .....

We would be pleased to have you write any personal suggestions on back of sheet.

Firm.....

It may be well to remark here that the

Total population of Wisconsin is .....	2,333,860
Total agricultural population of Wisconsin is .....	1,205,800
Total number of towns in state .....	1,610
Total number of towns under 10,000 population .....	1,592
Total number of towns over 10,000 population .....	18
Total number of drug stores in state .....	910

Out of the 100 druggists addressed 73 replied, but only 69 of them could be tabulated. Three of the druggists were not retailers and the other one stating that he could not complain of his farm trade. Of the dealers replying:

100%	carried	Colgate's	Toothpowder
100%	"	Rubifoam	"
98%	"	Graves'	"
95.6%	"	Sanitol	"
91.3%	"	Lyons'	"
42%	"	Calox	"
42%	"	Pebecco	"
26%	"	Rexall	"
16 2/3%	"	Nyall	"
16 2/3%	"	Euthymol	"
16 2/3%	"	Zymol	"

As to toothbrushes, the figures showed:

94.2%	carried	Prophylactic
69.6%	"	Rubberset

The dealers replying said that a little over 50 per cent of their entire business was with the farmers; 60.8 per cent said they sold quite a bit of these goods to farmers.

The following statements reflect the attitude of dealers and show the possibility of the farm trade for toilet preparations:

We consider the farming trade good—what we have of it—and believe that if some advertising were done in papers, it would materially increase the sales of such articles, as the farmer takes to such things more readily and some of the larger magazines seldom get into farm homes, for the average farmer has but little time to devote to reading and if he does, it is something that relates to his trade or occupation—Eighmy Bros., Ft. Atkinson.

You are going after the right people—Bauer & O'Neil-Kilburn.

I am convinced that far more rural readers will see advertisements in farm papers than in magazines—Y. Elwell, New Lisbon.

Robert Louis Stevenson says: "To hold the same views at forty as we held at twenty is to have been stupefied for a score of years, and take rank, not as a

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**J**UST a line on your business letterhead, if you are a user of printed matter, will bring you by prepaid express, our unique "Traveling Demonstration" of Buckeye Covers—The Standard Papers for "Economically Effective" Catalogues, Booklets and Advertising Literature.

The "demonstration" will show you, graphically and convincingly, just how and why you *can get better printed matter for less money* by taking advantage of the high quality and moderate price of Buckeye Covers. It will show you how wonderfully these covers emboss; how perfectly they print; how attractively their colors harmonize with the colors of the inks used on them; how tough and durable they are; how other advertisers have profited by using them; how *you* can profit by using them. Write for the "demonstration" today, and have it before you when placing your next printing order.



**The Beckett Paper Company**  
**MAKERS OF GOOD PAPER**  
In Hamilton, Ohio, Since 1848

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prophet, but as an unteachable brat; well birched and none the wiser. It is as if a ship captain should sail to India from the port of London and having brought a chart of the Thames on deck at his first setting out, should obstinately use no other for the whole voyage."

Many advertisers of the present day, especially those who live in the East and are so engrossed in their gigantic city undertakings that they will not take sufficient time to go out into the country and see for themselves, imagine that the farmer of to-day is the same kindly old soul they knew in boyhood, that he jogs along at the same old pace with no increasing knowledge or any attempt to keep up to the times.

That city people wear collars and clothing is known to them, that the great masses who live in the small towns might possibly be similarly attired is easy of conception, but that a farmer and his family wear clothing and anything other than a torn shirt or pair of overalls, seems almost impossible of their comprehension.

It is rather difficult to place the farmer in his proper light to these prejudiced people, because they are as Stevenson says, "Sailing to India with a chart of the Thames." They came many of them from a farm years ago when farming was in its infancy and a struggle to maintain livelihood. Since that time, they too have been struggling to maintain a livelihood and by virtue of that fact have remained too close to their own proposition. They do not see the advancement of a people who are not intimately interested in that which they do. To those who really know the farmer as he is to-day, it is a surprise to see the material prepared by agricultural specialists in order to induce these manufacturers to even consider the farm field.

Although United States statistics show that the farmer is one-third of our population and although manufacturers in almost every line are shipping a great quantity of their goods into farming territory, they leave to the agricultural representatives, the

problem of showing them what percentage of their goods is being consumed by that class, with no effort on their part to increase or foster it.

One man in particular comes to mind who was sending salesmen all through the Middle West. He admitted to having four of his representatives in the State of Iowa, yet in discussing the state territorially and from a business standpoint, he was actually ignorant, in fact could not bound it or did he know whether it was east or west of the Mississippi River.

Can such a man obtain the best results from any of his advertising, whether it be dealer work, magazine publicity or farm paper advertising?

But this ignorance of what our population is made up of and what the different classes consume is just the one big stumbling block which seems to block the way of progress and very often is the menacing wall which keeps the advertiser from success.

It would be a good plan to educate the farmer to use tooth powders, for few of them do.—*Henry Schierman, Reedsburg.*

I believe the advertising in farm papers helps the druggist in small cities and affords a great deal more good than magazine advertising.—*George A. Gerrits, Cedarburg.*

In our judgment, it would help the sale of tooth brushes, etc., in country towns like ours for manufacturers to advertise in agricultural papers.—*Traysee Bros., New London.*

It is also interesting to note that a number of them say they are selling more of these goods every year, and also that they are selling considerable of it to farmers' wives and children. This last statement shows the possibility of this great field and the man with the proper distribution who first goes after it, will reap valuable results.

One toilet preparation manufacturer, The Colgate Company, has been represented in the farm press territorially for two years. There is a present and growing market for more high grade manufacturers.

# This woman reads all the magazines!

"MY husband is a dealer in papers and magazines and I always have the privilege of seeing any or all of the best magazines on the market.

"I have read every number of The Housewife for about five years and I think it is more helpful to me and my family than any other magazine that I have ever seen. It is especially helpful for the mother and housewife, just what the name of the magazine itself implies. Everything in the paper, I am sure, is printed for the purpose of aiding and bettering the household, the hints concerning the little folks, the house, etc., stories, fashions, recipes, editorials, jokes, pictures, and even advertisements.

"I never knew how many people were taking The Housewife till last year when my little girl's picture was printed in the magazine in the baby parade number. It seems as if at least one half of my acquaintances spoke to me about it and even friends who lived hundreds of miles from here, wrote to me saying that they had seen it.

"The magazine is growing better all the time, and I think that it ought to be read by every homekeeper in America.

Mrs. F. C. H."

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( Full name and address of writer furnished if desired. )

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## THE HOUSEWIFE

Circulation Guaranteed to Exceed 400,000

THE A. D. PORTER CO., Publishers

52 Duane Street, New York

CHAS. W. CORBETT, Jr., Advertising Manager, 52-58 Duane St., N. Y.

WM. HAMILTON, Jr., Western Representative, Tribune Bldg., Chicago, Ill.

H. E. PORTER, Eastern Representative, 201 Devonshire St., Boston, Mass.

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## WHAT CONSTITUTES A GOOD REPRESENTATIVE?

THE QUESTION ANSWERED AT MEETING OF NEW YORK REPRESENTATIVES' CLUB BY SPEAKERS OF NATIONAL PROMINENCE—THE ADDRESSES COMPLETE

One of the most interesting and instructive meetings ever held by the Representatives' Club took place March 11, at the Martinique Hotel, New York.

A. C. Barrell, the president of the club, was in the chair, and after describing the purpose of the organization called upon W. C. MacMillan, of the Butterick Publishing Company, to act as moderator.

The subject for discussion was "What Constitutes a Good Representative?" Frank Finney, of Street & Finney; F. H. Little, of the George Batten Company; M. L. Wilson, of the Blackman-Ross Company, and Robert Tinsman, president of the Federal Advertising Agency, were asked by Mr. MacMillan not to waste any time in paying compliments, but to handle their subject without gloves—and they followed instructions.

Mr. Little described very well the different types of solicitors that call upon him, and gave these as the duties of a representative: To sell the services of his publication; to *know* it; to *sell* it; to sell it honestly—the only way to gain confidence—"and every fellow knows in his heart when he crosses the Rubicon of honesty."

Under the following headings, he gave a brief analysis of each type of solicitor, but most readers of PRINTERS' INK must know all of these men, and can weave a sermon of their own around each heading that will be very helpful. And they will be helping the good cause along if, when certain typical solicitors call on them, they will recommend their reading Mr. Little's ideas along these lines.

1. Persistent—conscientious.

2. Confident—the man who knows.

3. Plugger—needs *more* vision.

4. Caller.

5. Discreet—uses what he knows carefully and for good.

6. Cyclops—eye single to his own business.

7. Live man—looking for opportunity.

8. Fighter—right or wrong, he demands.

9. Egotist—sells dignity, clothes and high-sounding phrases.

10. Bluffer—needs *new* vision.

11. Visitor.

12. Gossip—trouble maker.

13. Argus-eyed—to see everything on a man's desk.

14. Bore—wishing for opportunity. A man that is a bore to one man is sometimes interesting to another.

15. Persuasive—sways you.

16. Man with a message.

17. Relator—just rambles over his story.

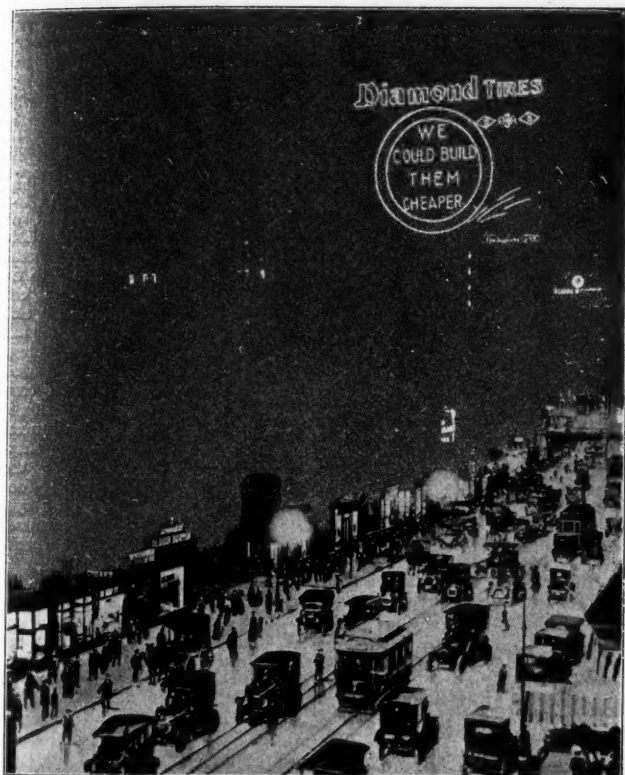
18. Repeater—tells over the old story.

The summary is: Have a message; tell it. Then you are not an "order-taker."

Mr. Little stated that the best solicitation he recalled having heard had been made recently by a representative of some publications covering a distant state. The representative hardly mentioned his publications, but told of the real live co-operation they were giving national advertisers; the kind of work they were doing with their readers, to make them see the value of buying advertised articles from dealers' shelves.

The salesmen representing these publications had traveled in practically every city and town in the state, calling on dealers, finding out the actual conditions in the different lines of trade, and sending in daily reports to the home office.

This enabled the advertising representatives of these publications to go not only to the advertising managers of national concerns, but to the sales managers, and talk to them about that territory, showing them the weak points and how to overcome them, and giving them ideas that were



## Night View on The "Great White Way"— the National Thoroughfare

This enormous sign (63 feet high by 91 feet wide) shows more than one-half mile down Broadway, reaching a circulation of approximately 200,000 people daily.

It burns every night, shows every day, and costs the fraction of the price of a page in the most important national magazines.

**The O.J. Gude Co., N.Y.**

Broadway, 5th Avenue and 22d Street

worth even more than the cost of the amount of space they would use in a year.

This type of salesman will always get an audience the second time, because no sales manager or advertising manager can afford to miss one of his class; and it is this type of man who gets the business, because he is a great deal more than a mere "peddler of space."

The following is the address of Mr. Finney in full:

"I used to be in the railroad business in Indianapolis, Indiana. I was a solicitor of freight. A solicitor of freight is the same as a solicitor of advertising space, only that the one solicits freight and the other space.

"I hadn't been in the business long until I saw that a solicitor was a candidate for the fire's guillotine, so I said skiddoo with this ordinary solicitoriness and let's be a human dynamo of intelligent service to these shippers here in Indianapolis.

"The man over me was the general agent. His superiority over me was about like the advertising manager's is over you gentlemen.

"I told him of my decision not to be a solicitor but to be a human dynamo of intelligent service to shippers. He said go ahead. He said we will get together and find out all the things that are annoying to shippers and we will start a system of revolution and reform.

"The first thing we ran into was a cry for help from the stock shippers of Indianapolis. These stock shippers couldn't get their horses delivered to the East as quickly as they wanted them, so we got after the freight traffic manager and the general manager of the Big Four road at Indianapolis and told them they had to put on a fast freight train. After a long fight we got the train on. It was called the 'Nancy Hanks Limited.' It took a good deal of nerve to call a freight train a limited—a good deal of that kind which our friend Frothingham here had when he called his little magazine *Frothingham Unlimited*.

"The first night we ran this train it ran so fast it nearly ran off the track, but we got the horses through and got all the stock business nearly that was going out of Indianapolis and it was some business.

#### HUMAN DYNAMO SERVICE

"Then we found that the shippers in Indianapolis couldn't get their empty freight cars set in the sidings as promptly as they wanted them. We got busy and inaugurated a roustabout engine to do nothing but pick up a freight car whenever a shipper wanted it and jam it into a side track. That caused an awful fuss and made a lot of people sore, but it pleased the shippers and we didn't care who else got sore. Incidentally, it got us a terrible lot of business.

"Then we found that the shippers had trouble in getting the large forty, fifty and sixty-foot furniture cars. We got up a system of going to the car accountant and locating all these furniture cars every day. When a shipper called up for a furniture car we told him just where one was and just when we could get it in. If necessary, we made them run almost a special train to get that furniture car in. Do you see the idea of a human dynamo of service permeating all through these methods?

"Then we got the best shark in the United States to figure on rates. Freight rates are infinitely more difficult to figure than advertising rates. Sometimes you can haul a car which is destined to Louisville, Kentucky, out to San Francisco and back and make a cheaper rate than if you shipped it direct from New York to Louisville. This rate shark soon had the whole of Indianapolis stirred up, and the neighboring territory, over the manipulation of rates via grapevine routes and underground passages, and methods which were not intelligible to anybody except a freak like himself.

"One day we got two cars of horses for Baltimore. We had to ship them over the Big Four and the B. & O. This kind of business had always gone over the Pennsylvania.



"At that time the B. & O. wasn't what it is to-day. We were sure these cars would be delayed and would never get to destination and we would never get any more of that business.

"Now, it is the business of a clerk to trace freight cars, but we sent a telegram to Oscar G. Murray, president of the B. & O. road, asking him to trace these cars. I told the boss what we had done and he wanted to know why we didn't telegraph God Almighty.

"The two cars got through all right—they got through so fast that the consignee was on the point of refusing them, claiming that they didn't belong to him, and that his cars would not be due for about a week.

"This method of human dynamo service to shippers made such a hit and got so much business that the presidents of three competing railroads jumped onto Mr. Ingalls, president of the Big Four, about the fierce and nefarious methods that were being operated by his Indianapolis team of dynamic service producers, and Mr. Ingalls came up to Indianapolis to tell us to please let up a little and not cause so much disturbance.

"This wasn't being a solicitor, it was being a dynamo of intelligent service to shippers. Periodical representatives should stop being solicitors—mere beggars of space—and be human dynamos of intelligent service to advertisers and advertising agents.

"Nobody ever got anywhere begging for anything. Sell the man and he will beg you to take the business.

"Representatives come to our agency so frequently and say, 'How about that Savage business for our magazine?' That is merely begging for space and that doesn't get him anything nor does such solicitation tickle us to death.

"Here are some samples of solicitation by representatives:

"We printed 500,000 copies last month. Going up fast.

"We increased 10,000,000 agate lines in the month of February as compared with the same period last year.

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# Fact

## 6

Copy for copy the  
Christian Herald  
offers advertisers a  
greater individual  
purchasing ability  
than that of any  
other 300,000 gen-  
eral circulation.



*Advertising Manager*

# Christian Herald

**Circulation 300,000 Guaranteed**

**Chicago NEW YORK Boston**

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"Look at the writers who are contributing to our magazine.

"Think of the great artists that are making our covers and illustrating our stories.

"We reach a special class of people. For example?

"Our magazine is all class.

"Next month we will have the greatest story that has ever been perpetrated on the public.

"We carry more — advertising than any other magazine.

"We were first on the list of — list in point of inquiries and sales.

"I'd like to have you lunch or dine with me and let me tell you all about our publication."

"These are all artificial arguments which carry no conviction.

"I think a representative is like an agent in this respect. The representative is so anxious to get up an argument to sell his goods that he forces an argument instead of using a natural argument which rings true and is true. In writing copy we all have the tendency of getting up forced and artificial arguments instead of natural arguments which people will believe.

"These forced and artificial arguments have no more effect than shooting peas at the armor-plate of a man-of-war. This club, I believe, is to further periodical advertising.

"Here are some suggestions of problems which you can take up and solve.

#### REPRESENTATIVES HAVE PROBLEMS

"Representatives don't realize how much work an agency has to do and the impracticability of seeing them at any time they come in. They are liable to come in when we are right in the midst of a great piece of copy or conference with a consumer. We can't drop what we are doing and talk to the representative. If we did, we would not only lose the train of thought on which we were concentrating, but we wouldn't hear what the representative had to say. Unless you get the agent or the advertiser in the right frame of mind, there's no use to talk to him. He won't hear what you say, and you will make no impression, and the re-

sult is a waste of your time and his time and a loss of the concentration on the thing that he was working on when you came in.

"I believe we will try to adopt a plan of keeping open house one day in the week, on which special day we will receive representatives and give them a fair and open-minded hearing, and consider seriously their claims for the various lists which we have.

"Perhaps this is an impractical way to handle this situation, but here is a problem for the representatives to solve. It is absolutely foolish for you to go into an advertiser's or an agent's office and see him during his busiest time of the day. You don't get any attention from him. You only get a polite jolly and go away thinking that something has happened.

"You ought to figure out some way with the agents and the advertisers whereby they will set aside a certain time to talk to representatives and give them serious consideration.

"Problem No. 2. Find out how much your circulation duplicates with other magazines. Somebody has made the statement that there are only two million magazine readers, and that all the rest are duplications. I don't believe this is so, but here is a problem for you to chew on, and it is a very serious problem. Get together and dig up a way to show how much duplication there is on each magazine. The magazine business will never thrive to its fullest extent until this duplication is reduced to a minimum.

"Problem No. 3. Find out how many of your subscribers buy your magazine because they want it and not because of some extraneous influence that is brought to bear on them, such as prizes, selling schemes, etc. In other words, find out how much artificial circulation you have. Start a fight against artificial circulation. A law ought to be passed against it. It is unfair to charge a fabulous price for circulation which isn't natural. Publishers should get only natural circulation and charge only natural rates.

# Pictorial Review

There are many good women's publications and in the keen competition of this field, it is individuality that counts.

Advertisers who want to cover the field and cannot use all women's publications should select the individual units.

Advertisers should investigate the reason why PICTORIAL REVIEW has grown to over 700,000 circulation and has shown the greatest increases in advertising volume of any woman's publication.

They should also investigate the reason why the PICTORIAL REVIEW Patterns have grown more in popularity during the last two or three years than any other pattern.

*For June, advertisers will receive an excess of 100,000 circulation over and above the guarantee on which the rate was based. Forms close April 8th.*

**PAUL BLOCK inc.**

250 Fifth Avenue, New York  
BOSTON CHICAGO

"Cut out the five hundred thousand and one million pace and sell natural circulation at natural prices.

"You can bring this about.

"Settle the question of a flat publication versus the standard magazine size. This question is being fought over and gossiped over every day in the week. You can find out which is the right size. Send out circular letters to your subscribers and ask them whether they'd rather read a flat publication like the *Saturday Evening Post* or a standard size magazine like *Everybody's*. Also ask in this circular whether the subscribers would rather read ads in the back of standard magazines or in flat publications. Whatever the result of this is it will put the magazine business on a solid footing and wipe out a mistake. If it is a fact that the standard magazines have got to change to the flat size, the sooner they do it the better. If it is a fact that the flat publications have got to change to the standard size, the sooner they do it the better. If it is a fact that one size is just as good as the other, we ought to know that fact.

#### WHY NOT SETTLE SPACE QUESTION?

"The question of big space in a few publications or little space in many publications is still an unsettled question. Nobody knows anything about it. Why can't you gentlemen appoint a committee to take this thing up and make a thorough investigation of the subject among advertisers everywhere and compile a lot of statistics and data and give to the agents and the advertisers some facts that will enable them to spend their money correctly? This would be real service of the human dynamo and intelligent class, such as we tried in the freight business in Indianapolis.

"Then there is the question of steady repetition and reiteration. What advertisers can you get to stick to steady repetition and reiteration. Only a few, like Ivory Soap, who have the wisdom of a serpent. There are a lot of facts and figures that can be gathered on this subject which would

be invaluable to advertising agents and to advertisers in determining their expenditures. More campaigns to-day are failing to get a hundred per cent efficiency and failing altogether on account of the absence of steady repetition and reiteration than on any other account. This is a serious question. Get us some facts on this subject.

"Then there are still advertisers who say that the public doesn't read ads. Send out some circular letters to all of your subscribers, or to a list of subscribers on each magazine, and ask a lot of questions about their reading advertisements, and let's smash this fool point of view with a dynamite explosion. You can do this.

"Instead of telling us how many copies you are printing each month, tell us something about the buying power of that circulation. Some magazines have gone at this in a very able way, but we want to know about it on all publications.

"The worst thing that the solicitors do is to recommend their publication as a publication which has all kinds of circulation for all kinds of purposes. We very seldom get a very clear idea of just what a publication's value is. We can't put our finger on any personality or special character or individuality that a circulation has. The solicitors are continually recommending it for everything from foods to automobiles, from safety razors to automatic pistols and from automatic pistols to player pianos, and, in consequence, we do not get any definite or clear idea of what the personality of the publication is.

"Anybody who knows anything about advertising to-day knows that one selling argument in an advertising campaign on a commercial argument is the essential thing that gets over and makes good. Sticking and concentrating on one selling argument is what gives the public a clear idea of what the goods are and makes them buy them.

"Why don't you gentlemen get up a selling argument for your magazine? Why don't you show

us just what your magazine is good for—the most good for—and not try to get your magazine on a list where it doesn't belong?

"Take the case of the *Christian Herald*. Hal Reed has presented that to us in such an effective way that we know exactly what the selling argument of that magazine is—we know what the personality of that magazine is. We know just what to use it for, and whenever we get an account for which the *Christian Herald* is especially adapted, it goes on without ever seeing Mr. Reed. That's the way to sell a magazine. Don't try to sell it as a 'cure all,' but as a cure for one special disease.

"Many of these suggestions may be more or less impractical, but it is up to this club to change them around so they can be made practical and solve them. The only things that are worth while anyhow are the difficult things. Anybody can do the easy things.

If your publisher objects to your going into these vital problems of advertising, resign from that publisher and go to a publisher who is awake at the switch. But whatever you do, don't be a solicitor—be a human dynamo of intelligent service to advertisers and the agents."

SOLICITOR MUST HAVE SOMETHING TO SELL.

The address of Mr. Tinsman followed:

He cited some incidents, saying that often a representative did not show that he had studied the availability of his publication for the account sought. For instance, a prominent dressmaker publication addressed a textile firm that sells goods at fifteen cents a yard, and the first words were "We reach the highest class dressmakers in this country." Of course that withdrew that publication from consideration for advertise-

**Foster & Kleiser-Signs.**

**THE GREAT  
PACIFIC NORTHWEST**

**91.3% INCREASE IN  
POPULATION**

*The Natural Out-Door Community  
For Out-Door Publicity*

PORTLAND  
SEATTLE  
TACOMA  
BELLINGHAM

PAINTED DISPLAYS  
POSTING  
WALLS  
DISTRIBUTING

**Foster & Kleiser-Signs.**

ing a fabric of this price and description.

The speaker also emphasized the point that a real suggestion from a solicitor showing *how* his publication might be profitably used, was a rarity. He said that it was necessary for his organization and others to maintain expensive rate departments in charge of a capable man who was conversant with all ordinary matters of rates, circulation and the like, and that when an advertising solicitor took the time of the busy man in charge of the account, he ought to have something of *real* suggestive interest to tell him; otherwise the rate man should be seen to discuss rates and circulation. He made this point clear by citing an instance where the representative of a certain publication brought in a merchandizing idea for the use of his publication for a certain client that made it indispensable to the campaign, and out the publication on the list *after* it had failed to receive first consideration.

This was a matter of self-education for the Representatives Club to acquire *individuality*, said Mr. Tinsman, and that as soon as any individual made that kind of a reputation, the door would be wide open to his approach to the biggest, busiest man in any advertising agency. He stated with great emphasis that he did not think the management of the various publications did enough constructive and creative work in the advertising field. He said, "Show me the publication with constructive and creative genius, and I will show you the one with the lineage." He said he knew there were exceptions to this rule, and they were the exceptions that ought to be followed, and the results would be great for everybody concerned.

He emphasized a recent canvas showing this exception when a publication in a distant territory, which sought to interest one of his clients, brought their canvas to his attention in New York. The territory covered by this publication was reached by organized travelers who called on the retail trade in every line and

preached the gospel of the advertised brand.

It was proved conclusively that this work was resultful, because the long standing prejudice of the retailer against the brand had been removed by convincing him beyond a doubt that his support of the brand was necessary to overcome the competition of the mail-order houses. Further, this publication printed articles on *community co-operation* showing the retail readers as well as the general public the advantages of dealing at home and selling known articles.

Such work, Mr. Tinsman stated, was the kind of work the management ought to back up its solicitors with. Then the solicitors would have *something to tell*, and the advertiser would *know* what he was buying. That, said Mr. Tinsman, is what we must all consider,—not what is good merely for the representative or for the agent, but what will bring *results* to the advertiser, and when we answer that question, then we have brought results to *all* of us.

#### NEED OF MEN IS GREAT.

After Mr. Tinsman's speech, Robert Frothingham, advertising director of the Butterick Publishing Company and *Everybody's Magazine*, responded:

"The one dominant note that has been struck here to-night proves conclusively that what we need the most is men, rather than methods. Men in the highest and best sense of the word. Men who are men first, and advertising men afterwards. As Emerson puts it: 'Let a man know his worth and keep all things under his feet,' which is one way of saying that a man with both feet on the ground won't be apt to have his head in the clouds.

"It seems incredible that any advertising men with the slightest experience would be guilty of the ridiculous and idiotic methods that have been imputed to them by the speakers of the evening, and yet we know that the truth has been spoken and we may as well face the fact. It isn't enough for us to say that no such men will be found in the membership

# The Literature

## A Man Reads

is a matter of choice—a matter of taste.

Each day clerks and capitalists read the very same paper you buy.

Some prefer the art criticisms perhaps, others the sporting or financial page.

It's all a matter of taste.

For this reason the Saturday Blade and Chicago Ledger are read by the best families in the little town, with as much interest as the metropolitan dailies and illustrated weeklies are read in homes on Fifth Avenue and the Lake Shore Drive.

They epitomize the news of the week for those landed aristocrats, the farmers.

Seven of the farmers in one day, a while ago, came to a little town in their individual automobiles, and bought copies of Boyce's.

The Blade and Ledger are all to the small towns and their surrounding farms.

They guarantee a circulation of 1,000,000 copies weekly.

Cash sales—no premiums.

Remember—there's just one touch-stone to advertising value—sales power. And Boyce's Weeklies have it—if you've anything to sell to country folk.

Boyce's Weeklies know the quality, style and methods that appeal. This knowledge they share with you.

Give us an hour of your time in an interview, and in return we'll give you selling points for the small town field that are worth a fortune.

When may we see you? Address Advertising Department.

**W. D. BOYCE CO.**

**500 Dearborn Avenue, CHICAGO, ILL.**

# BOYCE'S BIG WEEKLIES

## The Saturday Blade    The Chicago Ledger

**1,000,000 COPIES WEEKLY**

**\$2.25 PER AGATE LINE FLAT**



of the Representatives Club. They constitute a considerable part of the great body of men who are engaged in the advertising business—and that they 'gum the game' of the man who is trying to do intelligent and constructive work is an undeniable fact.

"Such men are a menace to the development of every advertiser with whom they come in contact. They have not yet learned the first principles of salesmanship, viz., to know their own goods and mind their own business. Their apparent conception of earning their salary is to damn and hinder the efforts of men more successful than themselves. Not knowing how to steer the boat, they 'rock' it. Not being able to appreciate that their own wretched incompetence and lack of good principle blocks their own advancement and that of their publication, they jump at the insane conclusion that they are the victims of a private grudge and unjust discrimination.

"It's enough to make heaven put on mourning and hell take a vacation to see one of these alleged advertising men at work, to see him befool his own nest by 'knocking' the publications that have been selected instead of his own, and questioning the honesty of the advertising agent's recommendations.

Get him into an argument and he will devote an hour's talk in showing not how admirably his publication may be fitted to carry the business he is soliciting, but to breaking down the arguments upon which his more successful competitor has secured the favorable consideration of the advertiser, thereby bringing not only himself and his own publication into disrepute, but ruining a prospective advertiser's confidence in advertising itself.

It's a good thing to know your competitor's product and to be able to discuss it intelligently. But it's a supremely rotten method of solicitation that leads to a wholesale combating of a competitor's arguments and a belittling of his goods simply because you are not able to 'put over' your own proposition. That's the

work of the piker, the man with a yellow streak. We are all familiar with his methods—and the mournful thing is that he is the last to appreciate that the criticisms heard here to-night are meant for him and his kind—yes, he's the last man to see himself as others see him.

"A well-known agent told me only a couple of days ago of a representative of a well-known periodical here in New York, who came into his office and presented as a feature of his solicitation a list of figures, purporting to be the printed editions of a half dozen March magazines. By some despicable underground method, he had secured this information which he was peddling out in the hope that thereby he might find favor in the eyes of the agent who had left him in his office.

"If such men would spend a tithe of the time they waste in idle talk and gossip in posting themselves upon some of the big problems the manufacturer has to face to-day and thereby help to inculcate in him an abiding faith in the power of effective advertising, and show him how he can apply it to his own business, we wouldn't have to listen to some of the scathing criticisms that have been handed out here to-night.

"And this leads me to say that the advertising man who is firmly grounded in the principles of honesty, fairness and virile, manly decency, has no trouble in selling himself to the advertiser whose patronage he would secure, and thereby establishing in the advertiser's mind that confidence which every decent man extends another, and which is so vital to satisfactory business relations.

"Such a man commends himself by his sheer integrity which sticks out all over him. If his publication is worth two whoops in Hades, it is bound to benefit by such representatives. And if it isn't, such a man is soon sought after by publishers who can render a real service to the advertiser.

"That type of man carries in his face, in his eyes, in his voice, in his grasp of hands, the unde-

# San Francisco Advertising Record

*For January and February, 1912*

## EXAMINER

Call and Chronicle  
Combined

Jan. - 835,324 lines

Jan. - 794,500 lines

Feb. - 819,154 lines

Feb. - 738,080 lines

Total 1,654,478 lines

Total 1,532,580 lines

*Examiner Excess, 121,898 Lines or 62 Pages  
More Than Call and Chronicle Combined*

Gains and Losses for the First Two Months of  
1912, Compared with the Same Period of 1911

EXAMINER

Lines

248,780 Gain

CHRONICLE

Lines

4,886 Loss

CALL

Lines

30,128 Loss

Circulation, 107,000 Daily

“ 197,000 Sunday

**YOU CAN COVER SAN FRANCISCO  
WITH THE EXAMINER ALONE**

Chicago Office:  
909 Hearst Building

New York Office:  
25 East 26th Street

niable evidence of sincerity and honesty of purpose, the conviction of honorable, clean dealing that will secure him an audience anywhere. He is an asset to any publication.

"Yes, give me the man who is a real MAN,—first, last and all the time. The man who can look you straight in the eye, who faces difficulties, who never shirks, never whines, never bellyaches, never knocks, who doesn't pretend to be a walking encyclopædia of information concerning any publication in the field except his own. I'll take a chance on that man becoming a really helpful efficient advertising man, even though he knows mighty little when he starts out. He'll make good because he's clean in spirit, 'sound in mind and limb,' despises a lie, detests the tunnel route, and plays in the open. Tell me—how can you keep a man like that down?

"I'm glad to bear testimony here to-night that such are the men I have associated with me on the advertising staff of both the Butterick Trio and *Everybody's Magazine*, both East and West—the liveliest and keenest bunch in the field—all actuated by the 'spirit of the hive,' who know that 'curses, like chickens, come home to roost.' And we have our hands too full of our own business to take time to attend to that of our contemporaries.

"It is absolutely essential to effective work in any field of endeavor that a man should have some spirituality in his work. There must burn or at least smoulder in him that love of truth and a square deal that will keep him working along clean lines in spite of temptations to the contrary. Such men become constructive builders; you won't find them sniveling or whining or knocking when things don't go their way. They know how to 'stand the gaff'; they would rather stand up and be counted 'outside the breastworks' than to ride into temporary success through devious ways.

"Thank heaven we have enough of such in the advertising field to keep the balance of power and influence in the right direction.

"Right men mean right methods. Out upon the knocker!"

Barrett Andrews, advertising manager of the *Vogue Company*, was another speaker. He said in substance:

"I don't believe that advertising solicitors should try to sell their space on the basis of good fellowship and their personality, and in the event of not being successful in landing an order, take the attitude that the agent or advertiser has a personal grudge against them or their house.

"If we would all talk in terms of the other man's business—show him how to make more money and logically demonstrate that to make more money and increase his business their publications can contribute to his success, in proportion to their cost—we would all be more successful and would not have any trouble getting a second interview and we would each day learn more and more about the practical end of selling through advertising.

"I tell our solicitors: Remember at all times that the advertisers and agents are not the slightest bit interested in our new printing presses, our beautiful front covers, our extra thousands of circulation, or anything else, unless we have shown them clearly how these things will help them to make more money.

"He is spending all of his waking hours with just one thought in mind—'how can I increase my business'—and any salesman who can show him how is sure to get an order."

William H. Johnson, advertising manager of the *American Sunday Monthly Magazine*, said:

"I want your attention for a moment only, first to offer the advertising department of the *American Sunday (Monthly) Magazine* as a receptive candidate for the position of 'Roustabout-engine' of which Mr. Finney has spoken, and next to take exception to Mr. Frothingham's remark, that he has the cleanest, brightest and best men in the business on his staff. I think I have a few of equal class myself.

"Mr. Frothingham likewise suggests that when we are asked

about some other publication than our own 'to not gossip, to keep our mouths shut.'

"This in my opinion is wrong. In order to assure an advertiser that our own medium is one of the best for his use, we must speak with a full knowledge of the 'other fellow's medium.' We must know it for the sake of comparative value. The representative who does this honestly and candidly is not 'a gossip,' but an intelligent solicitor, working along intelligent lines. But I agree with him that the 'knocker' has no place in the category of 'good representative.'

"We in our department have come to consider that the only good representative is the representative that makes the advertiser's interests the paramount issue, and the agent and the publication of secondary importance. The representative of PRINTERS' INK, who is present, will verify our statement that we have expended in the last six months more than two thousand dollars offering up a printed prayer to advertisers and agents to permit us to come in and lay before them facts which the gentlemen present to-night insist they should have.

"We believe that this is the right and proper method, for the reason that this is an era of economy, rather than one of reckless extravagance, and it applies just as forcefully in the business of advertising as it does in the cost of living, and in the economical conduct of business. The advertising representative who bucks against public opinion in this regard will find himself in sore straits.

"He is not a good representative who merely sells a certain quantity of circulation at a given rate, unless in addition he shows the advertiser that that circulation is located and concentrated in such numbers as to create a market, and to reinforce the natural demand which has previously been created in certain localities. Consumer Demand and Dealer Profit can only be created by selling the advertiser a medium of such concentration as to produce the results referred to."



*The net circulation of*

## **THE New Orleans Item**

*for the month of February, 1912, averaged 40,719 copies daily. Sixty-five per cent of this was in the city, 35 per cent outside, but within the purchasing radius.*

If you have any doubts of the quality of this circulation—of the power and influence of the publication in its splendid field, read "Who's Who—and Why," page 27 in the March 16th issue of the *Saturday Evening Post*, keeping in mind that the daily newspaper referred to is **THE ITEM**, and that James M. Thomson and Marshall Ballard there described, are its publisher and managing editor, respectively.

If you want to know what advertisers, local and general, think of it, weigh these figures: **THE ITEM** in February carried a total of 511,994 agate lines of advertising, of which 106,442 were foreign, a lead in total over its nearest competitor of more than 22 per cent, and a lead of 50 per cent over one morning newspaper, and 64 per cent over the other.

Newspapers all over the United States are commenting on the brilliant and brainy work and accomplishment of this great up-to-the-minute newspaper that while thoroughly modern in every feature partakes tremendously of the powerful personality of the renowned newspapers of a generation ago.

We are prepared to supply you with convincing facts and figures with reference to **THE ITEM** and all sorts of useful information regarding its field.

*We are at your service, any time, any where.*

**THE JOHN BUDD COMPANY**  
Advertising Representatives  
Brunswick Bldg., New York; Tribune  
Bldg., Chicago; Chemical  
Bldg., St. Louis.

# COMFORT

*The Key to Happiness and Success  
in over a Million and a Quarter Homes*

DEVOTED TO ART, LITERATURE, SCIENCE AND THE HOME CIRCLE.  
VOL. XXIV

May 1912



PUBLISHED AT  
AUGUSTA, MAINE

# MAY COMFORT

will bring to its advertisers the trade of a million and quarter homes not affected by the strikes or political troubles.

## *It Pulls Among the Farmers*

*The prosperity of COMFORT'S rural readers keeps on booming despite industrial and political turmoil, tariff agitation and trust investigations. On report of result of recent government investigation of the farmers farm products advanced in price.*

## *The Summer Outfitting of Farm Families*

makes big late spring and early summer trade for store-sales and mail-order advertisers that use space in  
**MAY COMFORT.**

May forms close April 15.

Apply through any reliable agency or direct to

**W. H. GANNETT, Pub., Inc.**

New York Office: 1105 Flatiron Bldg.  
WALTER H. JENKINS, Jr., Representative

AUGUSTA, MAINE

Chicago Office: 1635 Marquette Bldg.  
FRANK H. THOMAS, Representative

# In Boston and New England It is The Globe

Reduced to plain and solid facts, the total lines of advertising in the four Boston newspapers having daily and Sunday editions for the first two months of 1912, January and February, were

<b>Boston Globe</b>	<b>. 1,152,831 lines</b>
Boston Post	. 917,892 lines
Boston American	. 859,530 lines
Boston Herald	. 601,000 lines

The above figures include all forms of advertising, from the smallest want ad to the big department store.

The Boston Globe carries this immense amount of business because of the fact that it produces customers, sales, and profits.

The daily Globe, a Two-cent newspaper, had an average circulation for the month of February of 190,615. The average circulation of the Sunday Globe for the month of February was 326,553.

When placing business in Boston and New England, remember that the Globe is circulated among the substantial and well to do people and is by far the best advertising medium in its territory.



## The Possible Market

An Analysis of a Prospective Advertising Campaign In New England

By WM. E. FOSTER

Of Business Promotion Dept., Julius Mathews' Special Agency, Boston

*EDITORIAL NOTE:—This is another of the series of articles on possible markets aiming to show the manufacturers the most vital facts connected with certain territories and the cost of covering them with daily papers, as well as an estimate of the possible returns provided the advertising and merchandising campaigns are wisely conducted. It is proposed to treat other sections of the country in the same way from time to time.*

New England is looked upon as an ideal testing ground for trying out the speed, penetration and precision of an advertising and selling plan.

Even the most proficient advertising and selling man, like the careful chemist, prefers to subject the plan to a laboratory test when conditions permit.

For this work New England offers a peculiar attraction.

First, it is closely knit; if a dealer-canvass in all cities of 10,000 or more is to be made, there is not an all-day jump on the map.

Its industrial conditions are, with few exceptions, satisfactory. This for the reason that its people are principally engaged in taking the raw products from the ends of the earth and fashioning them into articles of beauty and utility.

Where values are being created and exchanged for coin of the realm is good territory in which manufacturers of trade-marked products may wisely plant the seed of advertising that will quickly bloom with the valuable blossom of prestige and demand.

There is a high average of intelligence in New England giving a vast amount of circulation to many good local dailies and metropolitan papers. Almost every sizable community can boast of one or more good local daily papers, well supported by local merchants' advertising and liberal patronage by national advertisers.

And these local dailies, as

Brisbane has pointed out, are closer to the hearts of people and communities than any other channel through which the minds of men may be influenced. They so cleverly reflect, or mold, the ideas and spirit of the times as to be almost sentient.

Boston, at first glance, seems to be over-newspapered. But upon examining five dailies that might be used, considering Boston at its cash-trading zone value and allowing for the widely scattered outside circulation of some of these editions, it will be seen that it is, after all, only well newspapered in the sense that the cost of these five papers, if the copy is intelligently distributed, is not out of proportion to the benefits to be derived, within that zone or cash trading radius from whence their greatest values will come.

The population of this cash trading zone is roughly about 1,700,000.

Outside of Boston are fifty-eight cities where good local dailies are published and where the hum of industry can be heard with the naked ear.

Many advertisers do not go into all of these any more than they go into all of the papers in Boston, all the time, but for the purpose of this article it will be well to take a look at the entire offering.

These cities have a city population of 2,562,521, and an additional nearby population which makes their cash trading zone value aggregate roughly 3,900,000.

Deducting an average of twenty-

five per cent for extremes of poverty (and wealth) and illiteracy, would leave us a target of about 2,925,000 people as prospects.

This expressed in families according to the census statistics means roughly 730,000 families.

In some of the larger of these cities two or more papers may be used to advantage, but a good selection of one paper in a city will give a total circulation of 540,000 in this field of 730,000 families.

In some of the larger of these cities two or more papers may be used to advantage, or the selection of a single paper in a city where there are two or more published may be influenced by the character of the goods to be advertised.

But in all cities, for the purpose of this article, the paper has been selected which is deemed strongest in local circulation, *i. e.*, the paper whose circulation is the greatest of any paper within the cash trading zone of the city of publication, hence being a strong dealer influence as well as advertising medium to the ultimate consumer.

This usually means the paper of largest total circulation and the one that would on investigation be found the best value for the average advertised article of general use.

With this explanation in mind the advertiser or advertising agent will find the cost presently given a good guide on which to figure the possibilities of a New England daily campaign.

As it is based on only one paper in a city and as there are several good gunners of tender sensibilities on "the other paper" in a number of places, the name of place and paper is not given.

The total figures are correct and the cost of one-third, one-fourth or any part of the whole amount of circulation may be determined well enough for an estimate by working pro rata to the figures given. The details, city by city, are, of course, easily available for those who want them.

Taking 10,000 lines as a good-sized contract, it is found that this space in the fifty-eight New

England cities outside of Boston, and using five dailies in Boston, will cost \$23,161.

If the space is divided among the Boston papers or such selection is made of Boston papers as to make an average total cost of sixty cents a line for Boston, the total cost can be brought down to about \$19,000.

The price will cover set matter changed every insertion if it is wanted and will ensure satisfactory position treatment.

Preparing copy and plates is an important item. Space in the newspapers is like the rough granite that must be hewn and squared by the skilful hand of the craftsman until it becomes first useful and then perhaps ornamental.

The white space purchased has been well handled when hewn into an advertisement that will first be an agreeable eye batter, then arouse desire with direction as to the easiest manner of satisfying it.

Then your dealers. If in your line there is one good one for each 2,000 of population, you will have about 2,800 dealers in sight.

#### COVERING THE NEW ENGLAND TERRITORY

There should be an appropriation to cover these in advance of the opening of the advertising. If several pieces of copy are to be mailed the earlier ones should contain a reply card inviting the salesman to call. And the last piece should be timed to arrive just ahead of the salesman's call in cases of those dealers who will be large enough to warrant a personal call.

Let us assume that you will open up the New England territory under discussion. A crew and general manager should be stationed in the Boston zone and perhaps cover some of the towns nearer Boston.

One should start in Northern Maine and work down through that state, touching just a fraction of New Hampshire and a few places in Northeastern Massachusetts. Another starting in Northern Vermont will cover that state east of the mountains and most

## **Our Local Co-operative Service**

**Reaches 125,000 Consumers  
Creates a Demand  
Stocks New Bedford Dealers  
Keeps You Posted on Trade Conditions**

## **Actually SELLS Your Goods**

In starting any new advertising campaign, something more than good copy, extensive circulation and a fair rate is necessary to secure the best possible returns.

In many cases there is a large amount of waste through lack of proper local distribution and knowledge of local merchandising conditions. To eliminate this waste, and to secure the highest efficiency in every advertising campaign, the

# **STANDARD AND MERCURY**

**New Bedford, Mass.**

maintains a local co-operative service well equipped to furnish information, and to assist in the proper distribution of advertised articles.

This service cannot be definitely described, because in almost every case the requirements are different. It is a valuable link in the merchandising chain between the advertising manufacturer and the ultimate consumer.

New Bedford is the best possible spot in New England for you to try out a new campaign. It is a manufacturing city—the center of the fine textile industry. A better city for the sale of popular and medium priced articles than for the more expensive luxuries that can be marketed only to an exclusive clientele.

We would be pleased to make investigations and submit reports on local trade conditions in any line, and whenever there is no salesman to cover our territory a Standard and Mercury representative will act as your local salesman. Other features of our service include interviews with local merchants, reports on amount of goods in stock, competitive trade conditions and any other general information about the city or local trade possibilities. This is a brief outline of our co-operative service, and should be sufficient to show that we are ready and able to make your advertising campaign successful in New Bedford.

The Standard and Mercury have a combined circulation of 20,300, the third largest circulation in Massachusetts outside of Boston. Both morning and evening papers are sold at two cents a copy, and delivered direct to the home. Practically no street sale.

Combined advertising rate is four cents a line flat for good position, and at this price an effective advertising campaign could be carried out in New Bedford for from \$200 to \$300. Write for detailed information.

**STANDARD AND MERCURY, NEW BEDFORD, MASS.  
E. V. ALLEY, Adv. Manager.**

of New Hampshire. Another will start from Southeastern Vermont and from thence travel through Western to Central Massachusetts. A fourth should start from Southern Connecticut, coming up through Rhode Island into Southeastern Massachusetts. The Eastern Massachusetts territory will be covered by the meeting of these outside men with the Boston crew as circumstances may dictate, and on this ground they will meet like the two crews of tunnel diggers who congratulated each other on a job well done when they came together midway under the mountains on the completion of the great Hoo-sac tunnel, which opened the Western Gateway.

It might be well to examine the target at which such a campaign would be aimed.

Let us estimate that your share of business per family in the territory outlined should average ten cents a week. The annual retail figure would reach the tidy sum of \$5,453,000.

But if you are figuring on only one-tenth of this amount of business the \$23,000 campaign would amount to only about five per cent of the prospective business. It would amount to a little more than this, of course, if figured on the jobbing price, but with the \$19,000 campaign it would, of course, be much less.

#### WILLIAMS HEADS COLUMBIA'S SCHOOL OF JOURNALISM

Talcott Williams, LL. D., editor of the *Philadelphia Press*, has been appointed director of the School of Journalism at Columbia University, endowed by the late Joseph Pulitzer. John W. Cunliffe, D. Litt., head of the Department of English at the University of Wisconsin for the past six years, will be associate director. The direction of the affairs of the school will be in the hands of an administrative board of nine members, consisting of President Butler, Dean Keppel, Talcott Williams, Professor Cunliffe, together with Professors Trent, Seager, Shotwell, A. H. Thorndike and Bears of the present university faculty.

The school will open in temporary quarters September 12.

The Chicago Evening *Post* is represented in the Western foreign advertising field by Cone, Lorenzen & Woodman, Chicago.

#### FARM PRESS CLUB UNANIMOUS AGAINST FRAUDULENT ADVERTISING

The Farm Press Club, representing forty-five of the leading farm papers of the country, at its recent semi-annual meeting at Chicago, endorsed the statute against dishonest advertising as proposed by PRINTERS' INK. T. W. Le Quatte, secretary of the association writes:

This endorsement took the form of a resolution presented to the semi-annual meeting of the Farm Press Club at the La Salle Hotel in Chicago on March 6 and 7, and received the unanimous and unqualified approval of the members present. These publishers of reputable farm papers look upon such a statute as their best protection against dishonest advertisers who would attempt to use their columns and against unscrupulous publishers who accept dishonest advertising and thereby weaken the faith of the readers of farm papers in general in all advertising.

#### THINKS "TREMENDOUS" IS THE PROPER WORD

TOCH BROTHERS,  
Technical Paints, Varnishes, Colors,  
and Enamels, Acid, Alkali and  
Damp-proof Coatings  
Chemicals.

NEW YORK, March 7, 1912.

Editor of PRINTERS' INK:

Please find enclosed money order for \$2 covering subscription to your publication for the individual use of the writer.

This two dollars each year is the best investment that an advertiser can make in any publication. The broadness, thoroughness, and educational value of your paper are simply tremendous.

With best wishes for continued and deserved success in educating those who want to know, I remain,

CHARLES H. SPOTTS,  
Advertising Manager.

#### TO STIMULATE COMMERCIAL ART IN PITTSBURGH

With the idea of stimulating commercial art the Ivan B. Nordhem Company, of Pittsburgh, has offered a series of three prizes—first, \$100; second, \$75; third, \$50—for posters by local artists in a contest to be conducted under the auspices of the Associated Artists of Pittsburgh. The prize-winning posters, those receiving honorable mention and those deemed worthy of recognition by the judges, will be exhibited from April 6 to 20 in the James Horne Company's art galleries.

# The Union Passed the Million Mark in 1911

Figures are regarded by advertisers generally as the most conclusive evidence of merit. They give in tabloid form a reasonably clear idea of a medium's actual standing. Hence this brief summary:

During the past year, The Morning Union, independent of the Evening, carried 1,007,412 agate lines more paid advertising than its nearest contemporary. In its field it led by

**274,624 agate lines of classified**  
**327,950 agate lines of local**  
**404,838 agate lines of foreign**

This tremendous showing may be attributed to The Union's rapidly increasing popularity. Nearly 30,000 paid subscribers read its pages with unfailing regularity, and by reason of their faith in its advertising policy, answer the advertisements in overwhelming numbers.

If you are planning a campaign to reach the prosperous people who live in the Connecticut Valley and do their shopping in Springfield, Mass. (and there are more than a quarter of a million), you cannot afford to ignore the result producing columns of

## The Springfield Union Springfield, Mass.

J. P. MCKINNEY, Representative Foreign Advertising.  
334 Fifth Avenue, New York. 150 Michigan Avenue, Chicago.

JULIUS MATHEWS, New England Representative,  
2 Beacon St., Boston.

## WHEN YOUR LINE MAY SEEM SUPERFLUOUS

CREATING A DEMAND CLOSE TO DEALERS' FRONT DOORS BY USING THE MAILS—THE PRINTED MATTER WHICH INTERESTED CONSUMERS—HOW TEN UNUSUAL WOMEN ARE IMPORTANT FACTORS IN A NEW ENGLAND CONCERN'S SALES

### By a Staff Writer

In getting the retailer to add your line when he has two or three brands made by your competitors, there are three popular avenues of approach. One leads by way of the jobber; one by way of the consumer and another goes straight to the retailer himself.

Each manufacturer has his favorite avenue. To travel over any one of the routes costs money. Just how to induce a maximum of retailers to add a line at a minimum cost is a problem over which manufacturers are continually figuring.

A concern which has been in business fifty-six years has tried, time and again, all of the routes above enumerated. Some years ago it reached the conclusion that direct work with the consumer was the most effective way to get a retailer to buy. It reasoned thus: "Show the dealer that we can create a demand for our goods right within range of his front doors rather than tell him we have had a great run of our products in Timbuctu."

Much of the effectiveness of this company's plan as used today is due in a large measure to the fact that unessential printed matter has been eliminated from the routine. This organization, the Royal Worcester Corset Company, has brought its system to a point where a few

cents in postage do more work than did round-trip tickets some years ago.

"We thoroughly believe in the ultimate consumer," said Edwin J. Seward, treasurer of the Royal Worcester Company, not long ago. And the postal plan used by his sales department brings out strongly just what Mr. Seward meant when he accented the word "thoroughly."

Recently it came to light that two of the larger cities in Texas were without retailers selling Royal Worcester goods. Instead of sending salesmen to size up these Texas communities, the company decided to subject the residents to its system for creating consumer interest by mail. Three thousand names were taken from telephone directories and the mailing started. In sending out the matter it was assumed that there was a "Mrs." connected with every residential telephone listing.

The envelopes carried a copy of the booklet "To the Woman Who Works," a forty-one-page treatise on the care of the body; how to look after clothing; first aid to the injured; simple rules of sanitation; how to bathe and breathe; cheerfulness and its good effects; three pages of Royal Worcester advertising. Folded in the booklet was a reproduction of a 588-line advertisement inserted in an Atlanta newspaper by an enthusiastic retailer who had written the text after a visit to the Worcester factories. Inside the advertisement was a postal card on which names and addresses could be written and sent to the factory in return for which additional copies of "To the Woman

Who Works" would be sent. The following letter went with the enclosure and linked the contents of the envelope:



### The Figure Tells the Story

THE BON TON is the most exact that is known for the secure perfection of style, height of comfort, and the attainment of a figure symmetrical and up-to-the-minute. Comfort, and the sense of being well-dressed, are also natural results of wearing the

## BON TON CORSETS

It is the corset that gives distinction of figure, without which the most artistic product of the dressmaker's art is a failure. Over a hundred superb new models to choose from—all lengths, lengths, sizes and materials. All BON TON MODELS have the "NEW CURVE," the ravishing beauty of which has caused such a stir in London, Paris, Vienna, and other European Fashion Centers.

All Leading Dealers, \$3 to \$25

ROYAL WORCESTER CORSET CO., Worcester, Mass.

May We Send Our Assistance Your Catalogue?

MAGAZINE AD WITH  
"ATMOSPHERE"

# What The Traveler Stands for —and Where It Fits

You may ask what does the TRAVELER stand for, and you have a right to ask just as you have the right to ask any man in public life or any institution catering to the public.

The TRAVELER stands for what is right, for what is fair, for what is to the best interest of the people as a whole.

The TRAVELER can do this and is doing it every day as it has no friends to reward nor enemies to punish.

It is an organ of no man or class of men; so it can *freely* express its own sentiments in every issue and print the news just as it happens without having to color it to suit the whims, caprices or interests of any man.

The TRAVELER in politics is democratic, not hidebound, but reserving its independence so that it may approve or disapprove of any man or measure which the TRAVELER believes is inimical to the public good.

The TRAVELER'S news policy is to print the news as it happens, subject to the censor's blue-pencil to cross out that which from its nature would taint the mind of good men and good women of this community.

We believe that a paper has no more right to cater to human passion in its news columns and in its illustrations than it has to spread it on its editorial page.

The TRAVELER guards against the playing up of headings and news stories to arouse passion and prejudice, and array

one class against another. There is a brotherhood of man which is recognized by all good members of society and may be recognized by good daily newspapers for the betterment of society. The TRAVELER, in following these rules and others not mentioned here, hopes to make a paper fit for any decent home, which after all means the homes of the great majority.

The aim is to make the TRAVELER a virile, vigorous, forceful newspaper with honest opinions of its beliefs for the best interest of the city and state.

The great volume of the TRAVELER'S news is devoted to Greater Boston because it is the local paper of those who are within the shopping district of Boston. This restriction of its territory must, in a measure, restrict the growth of its circulation, but it will merely restrict that part of the circulation which is of the least value to the advertiser. The gain then will be the advertiser's, for he will be asked to pay only for that which will do him the most good. The intelligent advertiser will not require a diagram to make this clear as he has borne the burden for quite a long time.

A satisfactory answer to what the TRAVELER stands for also answers where does the TRAVELER fit. As the individual, like water, finds his level in society through birth, education and behavior, so does a newspaper find its place in the homes of those whom it serves.

*Frank S. Baker*  
Publisher

From the *Boston Traveler*, Tuesday, March 5, 1912.

83,029—actual average circulation for entire year 1911. 10 cents a line on 5,000 line contracts. This rate does not apply in flat rate classifications.



## TIME: THE PRESENT.

DEAR MADAM:

It is our pleasure to hand you here-with a new booklet entitled "To The Woman Who Works," issued in the interest and welfare of our fifteen hundred employees.

THIS BOOK CONTAINS many valuable hints and suggestions for the preservation of health and tends toward the uplift and betterment of working and living conditions.

IT IS ONLY ONE of the numerous welfare movements of our organization. Upon request we will mail you a set of handsome pictures of the exterior and interior of our magnificent plant. Our employees work amid sunshine and pure air, in spacious, well ventilated rooms, perfecting each pair of the world's finest corsets.

FOR YOUR OWN HEALTH, comfort and contentment we ask you not to forget "BON TON," ROYAL WORCESTER and ADJUSTO," (the best corsets on earth), next time you are buying articles of this kind. ASK YOUR LOCAL DEALER FOR THEM.

Speaking of the post cards sent out by his company, W. P. Frye, advertising manager, said: "If anyone wants to risk a cent for two names he can get them every time by sending our postals with stamps on them."

From the names received on postals sent into the Texas towns, the original lists were revised. Additions also were made to lists covering localities all over the country. That the sentence, "Ask your local dealer for them," struck Texas was shown in less than two months, when the biggest dealers in each of the Lone Star places added Royal Worcester corsets to their lines.

Some years ago a similar campaign on the island of Jamaica, where British merchants held the corset trade, established the line and drove the English from the field. It took three years to accomplish this by mail, one of the reasons being that the mailing list was built up by a sort of endless chain arrangement which started with two names.

In an Ohio city the plan exhausted the available supply of a de luxe booklet called "Blue Book Royal" before they had been out any time at all. The company figured on making the book so attractive the recipient couldn't afford to pass it up, and succeeded. Consumer addresses used in this case were obtained from a "Who's Who" and a demand for the very best Royal Worcester products sprang up overnight.

## CARE FOR NEW DEALERS

When once a dealer has added the Royal Worcester line to his corset assortment, the home offices look after him very carefully. Territory assigned to each of the fifty salesmen in this country is so small that a man from the house can drop in on the dealer at least once a month. The company has been inclined to be liberal in the number of salesmen on its force, believing close personal touch with retailers to be well worth the cost of employing extra men.

In the corset trade, the demand has been increasing rapidly of late. The evolution of the present-day gown has been accompanied by a constant improvement in the way women corset themselves. To-day one can buy a corset with a preciseness of fit which could only be equaled by the custom-made article a few years ago. As rapidly as fitting improved, the old styles were discarded, the demand for higher grade goods increased, and at the same time more responsibility was shifted to the manufacturers. For unless they could deliver the goods in

the way of a fit, women wouldn't wear their products. To-day the demands made upon a corsetiere are such that only the most capable women can act in this capacity, and the salary demanded is out of reach of the retailer.

## Are You Stout?

A little influence in the right direction is all that is necessary in creating a stout figure. Flesh is easily compressible, and needs only the "gentle persuasion" of the ADJUSTO Corset to assume attractive curves.

## ADJUSTO CORSETS

are specially designed to give stout women beauty and comfort. They are equipped with "Reducing Bands," which are easily arranged while the corset is on the figure, to support the abdomen and make the hips less prominent.

Sold Everywhere, \$3 and \$5  
By mail order to nearest office, Royal Worcester  
Royal Worcester Corset Co., Worcester, Mass.  
Catalogue Free Upon Request

REACHING A LIMITED CLASS

If you want to know what *one* newspaper can accomplish in covering the *buying* population of the New England states advertise in

*The*  
**Boston Herald**

General advertisers are coming to realize more and more that the Herald's daily circulation of 125,000 stands for the best buying circulation in all New England.

The Royal Worcester Company solved the corsetiere problem by organizing a force made up of ten women. These were selected on account of previous experience in fitting, ability to sell goods and so on, but above all on account of their figures. The force was mustered in a Worcester store where, after a series of demonstrations on living models, talks by department heads and such



THE FRONT COVER OF THE CATALOGUE

things, the Royal Worcester point of view was grasped. Then these women were started over routes which included the principal cities of the country. Preceding them attractive invitations were supplied to each dealer in whose store demonstrations were to be put on. The cards bore the dealer's name and said among other things, "It has been our rare good fortune to secure the services of one of America's best-known and most expert corsetieres. Her advice and assistance is yours for the asking, and it will be found invaluable." The fact that the engagement was a limited one was added.

These demonstrations seem to have been just what the consum-

ers wanted, for they played to packed houses. The company's women were exactly as represented, knew the corset-fitting game from A to Z and could work such wonders with the consumer's form by giving the articles best suited to her needs that orders couldn't help but result.

Just now, throughout the big cities of the country, the Royal Worcester Company is introducing a sort of advertising copy which in corset circles is looked upon as radical. The custom of running cuts of half-dressed figures has been done away with and plain text substituted. Considerably more than a majority of the big fashion publications are used to create national publicity in the world of women. Cuts are used in connection with the big spaces taken in style journals, but their mission is to bring out the beauty of a correctly fitting gown rather than to give what is at best an angular drawing of a corset itself.

#### EMPLOYEES TO SHARE PROFITS

The board of directors of the Eastman Kodak Company, Rochester, N. Y., will submit, April 2, a plan to the stockholders providing for the distribution among the employees each year of \$500,000.

The plan calls for the setting aside of a sum equal to thirty-five per cent of the extra dividends paid to holders of the common stock of the company during each year and the distribution of this sum yearly to the employees of the company who have been in its service for more than one year.

Employees who have been in service for only one year will get the equivalent of one week's salary, but those who have been in the employ of the company for five years or more will get the full percentage of the dividends. In Rochester the company employs more than 1,500 men and women who will share in this division.

P. B. Bromfield Advertising Agency is placing the advertising of P. Centemeri & Co., gloves, New York, in a list of daily papers.

Arthur Myles Dunbar has resigned as advertising manager for Parker-Holmes & Company, Boston, Mass., after five years in that connection.

Harry Kline and Peter Robin Rizer have joined the staff of Rodenbaugh & Morris, publishers' representatives, Chicago.

# ***Absolute Supremacy***

The Circulation  
of

# *The* **Boston American**

Is Daily and Sunday

**More than 400,000**

This is unequalled by any other  
newspaper daily or Sunday  
in Boston or New England

***Quality and Quantity***

## WELDING THE MANUFACTURER-RETAILER BOND

A BOSTON CORPORATION WHICH SENSED A TRADE OPENING BACK OF THE TREND OF PUBLIC SENTIMENT—HOW VITAL INTEREST IN ITS PREPARATIONS WAS INSTILLED INTO DEALERS—CO-OPERATIVE ORGANIZATION EMBRACING THE RECALL—WHEN A DEALER WILL TELL ALL HE KNOWS

Impressed with a co-operative movement which in 1903 embraced less than forty dealers, but now includes close to 5,000 retailers, PRINTERS' INK asked William C. Neilly, advertising manager of the United Drug Company, of Boston, Mass., to relate what were, to his mind, the more important details in connection with the development of his firm's system of marketing its goods.

His recital of the facts goes to show how business practice in any given line of trade may be revolutionized when once consumers learn the inwardness of unjust practices of which misleading advertising is the outward sign.

"The hey-day of patent medicine advertising," said Mr. Neilly, "was in 1903. The space used was extravagant, and colossal were the claims which practically proposed to take dead bodies and put life into them!

"There was no check on the word 'cure.' Every preparation was heralded as a 'cure.' The people paid their money and frequently got nothing or worse than nothing.

"The demand for advertised nostrums was enormous. Druggists had no choice. They were forced to stock them and to sell them, or lose a big part of their business. It was a riot of fake advertising, but it carried the germ of opportunity. Keen eyes and ears perceived the inevitable reaction and the opening for a big business which might be built up by square dealing.

"Soon the tide turned; resentment against nostrums set in so quickly and grew so rapidly that some manufacturers were forced into exceedingly critical positions.

The United Drug Company's policy matured at this juncture. The projectors realized the great demand for *prepared* medicines, but it also recognized danger in the fact that standard preparations might be confused in the minds of the public with the tottering "patent" medicines.

"The two classes were similar in their appeal to a large and legitimate field but very dissimilar in intent, purpose and effect.

"The word 'patent' implied secrecy and the buyer knew little or nothing concerning ingredients. The purchaser expected to buy on faith, was not expected to ask questions.

"The first plank in our platform, was 'no secrets.'

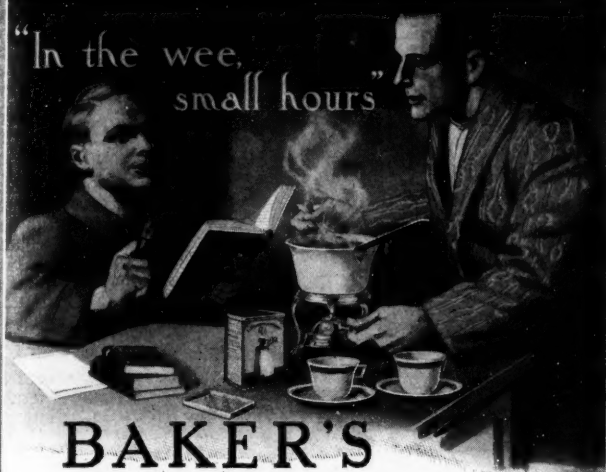
"From the start the composition of our preparations was made an open book. The published formulary tells every ingredient. The text is in plain English and big type, so that the layman can know exactly what he is putting into his system. Step into one of our



TYPE OF MAGAZINE COPY


stores and ask the druggist what any Rexall preparation contains. He will hand you the printed formulary.

"In the wee,  
small hours"



## BAKER'S COCOA

*Any Man can make it*

 Baron von Liebig, one of the best-known writers on dietetics, says of Cocoa:

"It is a perfect food, as wholesome as delicious, a beneficent restorer of exhausted power. It agrees with those whose occupations oblige them to undergo severe mental strains; with public speakers, and with all those who give to work a portion of the time needed for sleep. It soothes both stomach and brain, and for this reason, as well as for others, it is the best friend of those engaged in literary pursuits."



Reg. U. S. Pat. Office

**53 Highest Awards in  
Europe and America**

**WALTER BAKER & CO., Ltd.**

Established 1780

**DORCHESTER**

**MASS.**

*A Good New England Daily in  
a Good New England City!*

## Bangor (Maine) Commercial

The largest and best circulation of any Bangor daily. Three times the circulation of any other paper in Bangor's cash-trading zone.

The *Weekly Commercial* has over 28,000 circulation, 90 per cent. of which is in Eastern, Central and Northern Maine, which is a rich agricultural district with many manufacturing industries. Covers more than 200 Maine towns where no daily is published.

*JULIUS MATHEWS, Representative.*

*A good New England Daily  
in a good New England city!*

## Biddeford (Maine) Journal

Biddeford has a population of about 17,000 with extensive manufacturing industries, cotton, woolen, machine shops, etc.

The Journal is Biddeford's best paper and has been for many years. It has the largest circulation. A model local daily.

*JULIUS MATHEWS, Representative.*

"The United Drug Company was one of the few concerns which did not have to revolutionize its formulas and its literature when the Pure Food and Drugs Act went into effect. Once an edition of several hundred thousand booklets was destroyed because a preparation had been advertised by the phrase 'Prevents colds.' One of our physicians caught this phrase and blue-penciled it. The edition was burned up and a new one run off with the statement, 'tends to relieve colds.'

"Painstaking in regard to our preparations became a real asset to us. It impressed customers and led to popularity.

"The corporation of druggists, however, was required for our success. Something was needed to enlist the dealer's vital interest.

"To attain this vital interest and secure the successful carrying out of our plan, Louis K. Liggett, president of the United Drug Company, organized the campaign along lines which have been continued to the present day.

"He insisted upon the idea of confining the sale of our product to one druggist in a community. In each town we selected a reliable druggist and outlined the possibilities for a give-the-public-a-square-deal drug store in his section and told him what we hoped to accomplish through his co-operation. As a further inducement and to secure his permanent interest we offered him a stock interest in our company and a participation in its profits. At our first meeting, forty druggists subscribed to the proposition.

"The features chiefly responsible for our success were the then radical policy of non-secret prescriptions in place of the frequently bogus patent nostrums.

"Next in importance was the feature of having one exclusive druggist in a community. He could stand behind the goods with his own reputation. He could recommend them as the product of a company and one which he personally backed up with a money investment. He could guarantee our products to customers as we guaranteed them to him,



and print on every label this guarantee:

"The United Drug Company and The Rexall Stores selling this preparation guarantee it to give satisfaction; if it does not, go back to the store where you bought it and get your money. It belongs to you and we want you to have it."

"The confidence of the druggist was further strengthened by an agreement we made to close his agency and re-purchase his stock at par value with interest any time our dealings were not satisfactory to him or his with us. If we should have good reason to retire a druggist from our organization, we could not act arbitrarily in the matter. Each state has a grievance committee composed of fifteen of our dealers. If we wanted a druggist to withdraw we would present our case to a committee which would hear both sides before acting. Cases like this are rare. Not a case was submitted last year.

"The self-government of our organization might be further illustrated. Our officers and direct-

ors are elected by the retail druggists and may be deposed at any time the stockholders shall elect to do so.

"We have no quantity discounts. Under this policy druggists are not tempted to over-stock on our goods. It insures frequent turn-overs and freshness of the preparation—a most important feature in our class of merchandise.

"The druggist gets behind the goods with spirit and determination, and the sales increase not only the profits of his store, but the dividends on his investment. From this simple plan has sprung a spirit of co-operation greater than we hoped for at the start. The five thousand dealers are not competitors in any sense, consequently they feel free to tell everything in an annual stockholders' convention. They discuss, among special sales features, window displays, newspaper and booklet advertising, and all that makes for a better business. They go over the questions of handling of clerks, giving of special com-

## ***Don't Overlook Meriden, Conn.***

when making up a list of New England newspapers.

There's more possible business to be gotten here than in the majority of Eastern cities of twice Meriden's size.

All manufacturing concerns here are owned by local capital with a consequent demand for automobiles and all luxuries;

Our factories pay largest average wages paid anywhere in United States;

All our people are newspaper readers, exceptionally intelligent and with means to buy.

## ***The Meriden Morning Record***

is the big advertising proposition of Meriden. It reaches about three-fourths of *all the homes* of MERIDEN and WALLINGFORD with total population of 44,000;

The MORNING RECORD is one of five New England papers (Boston included), carrying largest total volume of railroad, ocean and coastwise steamship advertising;

The MORNING RECORD has a substantial lead in circulation, as well as in the volume of both local and foreign advertising carried, because it is admittedly Meriden's best newspaper; one that appeals to people of intelligence; always clean, reliable and high-class in its news and advertising columns.

*A Good New England Daily in a  
Good New England City!*

## Augusta (Maine) Journal

This paper is locally known as the Kennebec Journal. This is the name of the County in which Augusta, the city of publication, is situated and the name of the County is taken for the name of the paper because this paper covers this entire County. It has its own editors, local offices and local distribution in Waterville, Hallowell and Gardiner as well as in Augusta, and it covers all the country district tributary to these cities in trade, through 79 rural free delivery routes, and in all this territory the paper is delivered to its readers on the day of publication.

*JULIUS MATHEWS, Representative.*

*A Good New England Daily in a  
Good New England Town!*

## Bath Times (Me.)

Bath has been for more than a century famous for ship building and still considers her supremacy in that industry.

It is said that the inhabitants of Bath are in a larger proportion native Americans than those of any other city in New England.

Its mechanics receive good pay and are noted for their intelligence and thrift.

The Bath Times is the only daily in the county.

Bath is beautifully situated upon the Kennebec River, and is the center of a large summer vacationist business, which leaves large amounts of money in the tills of the people and merchandise in this section.

*JULIUS MATHEWS, Representative.*

missions, store arrangement, store fixtures.

"The home organization works towards the improvement of the general business and retailers' business. It promotes special sales throughout the country, and for the purpose sells special merchandise to be given away on special sales days. For example, we just furnished vases at \$1.60 a dozen, which ordinarily could be retailed at from \$1.00 to \$1.25 a piece. We supplied over 200,000 bon bon dishes which were given away with a pound box of candy on candy sales days.

"The co-operation of our dealers has made possible a big fire insurance company. Naturally, as the company is mutual, the expense of placing insurance is nom-

## Rexall AD-VANTAGES



UNITED DRUG COMPANY

CHANNING AND LEON STREETS AND BRIDGE AVENUE, BOSTON, MASS.  
VOL. VII MARCH 1912 No. 1

MARCH COVER OF THE REXALL HOUSE  
ORGAN

inal. Furthermore, the hazard is divided, as we insure only one druggist in a town, and can never be affected by a conflagration loss. The maximum risk assumed is \$10,000 on any one store. Branch offices with heavy expenses are eliminated. Commissions for writing business are done away with. The result has been that our fire

insurance company has been able to return to its clients a rebate of from forty per cent to fifty per cent on yearly premiums. Our insurance business requires about six people.

"The organization at headquarters is thoroughly departmentized. Each department head runs his own business, but has the benefits of the consultation, advice and judgment of all department heads in our cabinet meetings. Each Friday afternoon this cabinet, made up of the officers and department managers of the company, goes over every problem of the business, other than executive. New preparations and improvements on old ones are submitted to and passed upon before being marketed. Complaints and hitches in the service are submitted and handled by the cabinet.

"We advertise prominently about ten products. The factory charges my department with them. The sales department adds its expenses. The general overhead for executive, administration and accounting is charged to me. On top of all, I add my advertising expenses. It is up to me to sell this product and make the sales and profits cover all costs and expense, and leave something for dividends. There is no shifting of responsibility. Whatever does not go right with the ten advertised products becomes my fault and mine alone. The advertising manager is in full charge and control of the annual appropriation. Last year this amounted to \$600,000.

"We keep close tabs on every community and increase or decrease our advertising in each in proportion to the results. A record is kept of each town. It is charged with the cost of the goods shipped there and shows the profit involved. A substantial portion of the profit, usually all of it, in the first year, is applied for promoting sales in each community.

"Although our appropriation is planned a year in advance, it is revised every three months in harmony with the business done in each town and increased or de-

## Confidence

To feel that  
You know a thing  
Is true, that a  
Statement is fact,  
Is to warrant  
Belief and justify  
Confidence.

This newspaper  
Stands in  
A number one rank  
Of proven  
Circulation newspapers.  
Pawtucket is a  
Profitable Field

Times records show  
A Largely Increased  
Advertising patronage  
From nearly all  
Of America's  
Leading advertisers.

## The Evening Times

**Pawtucket**  
*Rhode Island*

*A Good New England Daily in  
a Good New England Town!*

## Lewiston (Me.) *Sun*

Lewiston and Auburn practically one city; second largest population center. Large manufacturing interests and a prosperous agricultural community surrounding it.

In this city and county, the *Sun* has the largest circulation of any daily paper.

Only Lewiston paper that can be delivered on day of publication on all the rural routes covering the rich farming territory whose trading center is Lewiston.

JULIUS MATHEWS, Representative.

*A Good New England Daily in  
a Good New England City!*

## Fitchburg (Mass.) *Sentinel*

Arms and cycle works, one of the largest saw manufacturers, foundries, machine shops, etc., put many many millions of money into circulation here.

Your advertising in the Fitchburg *Sentinel* will enable you to connect with your share of this money.

Let us quote the words of an expert in newspaper advertising values, "*The Sentinel* was established back in 1873, and on its board of owners and directors are men of mature years and ripe experience, and young fellows with ambition and progressive ideas, and this ideal combination is backed up by plenty of money."

JULIUS MATHEWS, Representative.

creased as each case may require. Our first year in any new field is a gamble. The first advertising campaign is gauged by our experience in similar towns in the same state, and usually our estimate is close. The ten products are now being advertised in about 3,700 newspapers.

"Beyond the ten advertised products, we have a large list of so-called 'trailers,' and special merchandise to take advantage of the business created by the advertised articles. Usually our advertising in national mediums is confined to a single product over a comparatively long time. Just now hair tonic is the thing hammered in the big weeklies and magazines.

"The wisdom of the unique features of our plan has been demonstrated, I think, and is a strong illustration of what the co-operative principles can achieve."

### A DANGEROUS VARIETY OF CANDY

SALL MOUNTAIN ASBESTOS MFG. CO.  
Asbestos Materials and Roofings.  
CHICAGO, March 8, 1912.

Editor of PRINTERS' INK:

Please! Oh please! Take a fall out of this.

CHAS. PHELAN,  
Sales Manager.

"This" is one of those ubiquitous little books bearing the title "How We Lost a Customer," and stating inside the mournful fact that "He Died." But this one comes from a Chicago candy store, and in the endeavor to add still more advertising value (?) to the inscription, it states that "he ate somebody's else candy and died." We don't wonder. That must be a terrible sort of candy, and might well terminate as fatally as this variety of silly advertising will if persisted in.—[ED. PRINTERS' INK.]

Manufacturer of hair tonic has been sentenced to remain in jail until he proves that his preparation will really produce hair. His fate should prove a warning to all barbers.—*N. Y. Times.*

Herbert B. Keen, advertising representative for *Business*, has gone with Brown Brothers & Co., the bankers.

W. H. Henderson, formerly of the Wagner-Field Agency, is now with *Woman's World*.

## OFFSETTING THE ALOOF- NESS WHICH LOSES PATRONS

TINSEL AND GOLD BRAID MAY DRIVE TRANSIENTS TO ESTABLISHMENTS WHICH HAVE MORE REGARD FOR ARTISTIC PROPRIETIES—A NEW ENGLAND BANK WHICH IS PITTING ADVERTISING AGAINST A SPIRIT OF INDIFFERENCE WHICH HAS BECOME TRADITIONAL.

It would be interesting to know how many desirable patrons are lost by big business establishments on account of the air of undue luxuriousness designed to attract.

For example certain hotels have so overworked the luxury "atmosphere" that strangers entering the portals see the near purple and gold layouts only to think, "It must cost a lot of money to run this place." Thereupon the transient with plenty of money hies himself to a hostelry with more of an appreciation for artistic proprieties—one which doesn't give the detracting impression of spending much guest money for tinsel and gold braid.

It is quite possible many of the big banking institutions by the addition of huge looking bronze doors, highly polished tables, yawning vaults, etc., so overdo the question of "fixings" as to cause many an intending depositor to remark, "Guess this is no place for me." Whereupon the prospect goes across the street to some staid "people's" bank which has more deposits in a day than the ornate contemporary gathers in a week.

Not long ago a Boston advertising man worked several months with a prominent banker in order to get the official to consent to a proposed newspaper campaign. The advertising man argued along this line: "You may not get a single depositor directly traceable to the advertising, but you must realize advertising retains trade as well as creates it. If you can tell your patrons some of the big interesting facts concerning this bank and do it in a way to make them proud of it, your money will

*A Good New England Daily in  
a Good New England City!*

## *The "Big Burg" of Maine and the Big Fellow in Maine Journal- ism.*

Here is one of the best combinations in New England

# Portland (Maine) Express

Portland is the largest city in the state and the principal jobbing point. It is a rich city in per capita wealth because its manufacturing industries are diversified and high grade of labor is employed.

This enables the Evening Express to sell at two cents and to have a circulation greater than that of any other two-cent paper in any other city of New England, outside of Boston.

Here is money that easily passes in exchange for fair values. Here are merchants who are live ones and ready to take hold of a good proposition backed by advertising in the Express and in the Express you have a paper that covers this entire field thoroughly at the expense of using this one paper alone and at a rate lower than almost any other daily in New England.

The Sunday Telegram is the "Big Fellow" of Maine Sunday papers. This Sunday paper is not an "also ran" nor a trailer. It stands on its own feet and makes money for itself and its advertisers.

*JULIUS MATHEWS, Representative.*

*A Good New England Daily in a  
Good New England City!*

## Lawrence (Mass.) Telegram

Wage increases now going into effect average from 5% to 21% increases. This will put hundreds of thousands more money into circulation in this city, yet this city has always had the highest average wage scale of any textile center.

This is a 100,000 population point and business will be better now than ever before.

The Telegram, a one-cent evening paper, is the big workman in this newspaper field.

It outweighs all others in point of service to the reader in its news department and to the advertiser in point of circulation.

*JULIUS MATHEWS, Representative.*

*A Good New England Daily in a  
Good New England City!*

## Northampton (Mass.) Gazette

Northampton and Easthampton with 26,000 population are lined and dotted with manufacturing industries. Silk mills keep 500 to 600 hands busy. The Nonatuck Mills over 1000. Tooth brush plants over 500. McCullom Silk Mills about 500 and several hundred others well paid in the making of baskets, furniture, suspenders, buttons, rubber goods and manufacturers of mercerized cotton goods.

The Northampton Gazette gives an 85% entrance into the worth while homes of this territory. Outside papers barely scratch the surface. A house to house canvass has proved that this is so.

*JULIUS MATHEWS, Representative.*

be well spent. Suppose you tell them about the force which works here all night; the bookkeeping currency, note tellers, loans and all such vitally interesting things. Make the man with \$2,000 to put in your care feel that he is just as welcome as the man who came in yesterday and laid down a check for \$750,000. Induce the young men with a little now to select your place as their banking home. They are going to be the big depositors of to-morrow."

Finally the banker decided to try the advertising man's prescrip-



### An Inside View of New England's Largest Bank

No. 7

Note  
Tellers

It requires a staff of about 12 men in this department, which is divided into two groups, one group handling all items outside of Boston by correspondence with other banks, and the other group taking care of drafts, etc. in the city proper. Responsibility for the collection of all money on drafts and notes of customers and corresponding banks, the advising the proper departments when customers' accounts should be credited, and the advising when for any reason such drafts are refused, are all part of the work. This department handles on an average 30,000 drafts a month, although in times of great business activity this is materially increased.

#### What We Wish to Emphasize.

We have a direct collecting system with every bank in New England. This means that checks deposited, drawn on any New England point, are collected in one day always, except when Sunday or a holiday intervenes. Such checks collected indirectly are subject to a delay of from one to three days.

Large and small depositors in the National Shawmut Bank share this important service.

We wish to assure every depositor, no matter what size his account, that the officers of this bank are interested in his welfare, and that any advice on business and investment matters will be cordially given.

**National Shawmut Bank**  
45 Water Street, Boston

IN WHICH THE SERVICE IS EMPHASIZED

tion. The copy writer had a very definite plan in view and it took him weeks to arrange the parts. The final proofs will stand close inspection and this is what they show. First the layout arouses the interest of casual readers of newspapers. Next it contains enough matter of a news flavor to keep the reader from being piqued at having his interest aroused. But news of the best sort might cause some readers to slacken their attention, so at the end of the news is run a statement designed to give the peruser a mental nudge. Following the prodding-up sentences, come facts

about the bank's service, the message which is to be driven home. At the conclusion, the spirit of the organization is set forth in a way intended to write "welcome" on the mind. In order to obtain cumulative interest, the series of advertisements is numbered.

Advertisements composing the series ran in December, January and February. The president of a bank in Springfield, O., wrote to the advertiser for a complete series of proofs and permission to work out a similar series for his constituents. Inquiries of a like nature were received from Chicago, Baltimore, St. Louis, Los Angeles and other places.

"This advertising," said A. J. Bean, of the Boston News Bureau, who wrote the copy, "has done a great way toward breaking down the theory that the outward sign of dignity is a stereotyped card in the financial section of a newspaper. While the number of new accounts has materially increased over the same period of a year ago, it would be hard to say just now how much of the increased patronage was due to the advertising. It did do this, though. It gave the Shawmut prestige by being the first of the big banking firms in Boston to break away from the old advertising order. Whatever concern follows will be endorsing the departure and adding to the value of the Shawmut advertising. This in itself is well worth the cost, especially in a conservative community like ours."

#### TOO LONG AN INTERVAL BETWEEN INSERTIONS

"Three months," said the Judge. "Your Honor," bawled the lawyer, "can't you mitigate the severity of that sentence? Would you send a beautiful actress to jail for three months?"

"Three months is very light for shooting a man."

"But, Judge, you don't understand. In three months the case will have been forgotten, and then my client will be a frost in vaudeville."—*Kansas City Journal*.

P. L. Frailey, formerly manager of publicity of the Empire Iron & Steel Company, Niles, Ohio, is now connected in a similar capacity with the Brier Hill Steel Company, Youngstown, Ohio.

*A Good New England Daily in  
a Good New England City!*

## Worcester (Mass.) Gazette

Outside of Boston the

### "BIG CITY" IS WORCESTER

The annual value of manufactured products turned out here is close to \$60,000,000 and the wages earned here are somewhere between \$12,000,000 and \$13,000,000.

## The Worcester Gazette

This fine evening paper is the "Open Sesame" to the worthwhile homes of Worcester. Its circulation is nearly all in the cash-trading zone of Worcester. It will do two things for you. First, it will help you to put your goods in with the live merchants, and then it will move those goods into the homes of consumers faster than any other medium you can employ in this field.

Worcester is a safe city. Its manufacturing industries are varied in character. The annual turnover of its merchants increases each year. Its bank clearings increase. Its property increases.

### The Gazette is Worcester's Home Paper

JULIUS MATHEWS, Representative.



The popular paper with the people of

# LYNN

(MASS.)

## IS THE LYNN NEWS

Under its new and experienced management backed with ample capital, it is accomplishing wonders. Lynn is famous is a city where there is plenty of money. The Lynn News deserves fame as one of the best local daily newspaper propositions in the state.

Ask us for rates and information you want about this territory.

Look before you leap and you will surely leap our way.

### THE LYNN NEWS

 The Lynn Paper That Is Going Ahead

*A Good New England Daily in a  
Good New England City!*

## Gloucester

(Mass.)

## Times

This city has a population of 28,000 and is famous for its fishing industries. Over 5,000 men chase the finny herds, the catch of which is shipped from here in exchange for large sums of money.

The people here also make money out of quarries and several manufacturing industries.

In the summer time this is the center of the famous North Shore summer colony, which for its pleasure leaves hundreds of thousands of dollars in this territory every summer.

The Gloucester Times is the only daily here but it makes so excellent a paper that there is no place for another!

JULIUS MATHEWS, Representative.

## GETS HIS GOAT

N. W. AYER & SON.

NEW YORK, Mar. 14, 1912.

Editor of PRINTERS' INK:

There appears in the current publications a page which I take to be an advertisement for Cream of Wheat since it appears in the advertising section. This page shows a picture of a rather ragged looking little boy eating from a bowl marked "Cream of Wheat," also a goat nibbling at a Cream of Wheat package. The title underneath runs "Nothin's too good for the Irish!"

I have studied this page very carefully but I cannot make out where the Irish part of it comes in. Is the boy Irish or is the goat Irish, and which one is really getting the good part, the boy or the goat? Being Irish myself I am particularly anxious to find this out.

Whenever the subject of "Cream of Wheat" advertising is discussed among advertising men everybody seems to agree that the product has been very successfully promoted, but that the advertising is bad to an extent that is ghastly. Now what is the reason? Is Cream of Wheat so good in itself that it can outweigh poor advertising, or is the careful scrutiny of circulation and the exaction of the everlasting last copy more of a factor than some people give credit for?

What do you think?

AUSTIN HEALY.

A deep analysis of the ad in question forces us to the conclusion that it is a subtle plot to catch both the Irish and the Dutch. The patriotic Irishman sees it, pats himself on the back, and says "'Tis roight! *Nothin's* too good for the Irish," while the Dutchman remarks, "Ganz recht! Nothing is too good for them—too blamed good!" The boy and the goat are either Irish or Dutch according to the point of view one takes.

A serious discussion of the merits of Cream of Wheat advertising would get us deeper into psychological water than we care to venture. It is of such a character that no definite figures as to results can possibly be obtained—probably its effects are not precisely the same in the minds of any two people who read it. Its value is almost exclusively a matter of opinion, and Colonel Mapes's opinion naturally carries farthest since he is the man who signs the contracts.—ED. PRINTERS' INK.

### Recent Decisions of Interest to Advertisers

**Proper Names Good Trade-Marks.**—Under Trade-Mark Act, Sec. 5, says the Court in *Thaddeus Davids Co. vs. Davids* (190 F. 285), a proper name may be registered as a trade-mark and protected as other trade-marks are protected—that the owner of such a trade-mark is entitled to an injunction restraining another from using the name Davids in connection with inks.

**Metropolitan Held Valid as a Trade-Mark.**—It is sometimes a fine question to decide whether a name is directly descriptive and is thus not entitled to protection as a trade-mark or is fanciful or suggestive only and entitled to protection. In a recent suit between two candy manufacturers, the word *Metropolitan* was held to be valid and to have been infringed.

**Patent or Trade-Mark Necessary to Protect Design.**—In a recent Minnesota case covering an alleged infringement on the design of an electric suction cleaner, the decision makes it clear that one manufacturer has no protection against a competitor manufacturing and selling a similar article if he fails to secure patent or trade-mark rights.

**Unfair Competition on Bread.**—One who imitates the shape of another's bread closely may not justify himself by the claim that such shape is the most desirable. In fact, the court regarded the copying of the shape of the bread as good evidence of the unfairness of competition. Nor would the court permit the defense that false advertising done by plaintiff a year and a half previous to beginning of suit precluded action.

**Excessive Tax on Trading Stamps Unconstitutional.**—The use of trading stamps is legitimate, says the Court in the case of *Sperry & Hutchinson vs. City of Tacoma* (U. S. C. C. 190 F. 682) and laws which impose such excessive taxes or licenses on merchants using stamps as make it evident that the purpose is to prevent the use of the stamps are unconstitutional and void.

**Letter Is a Valid Countermand Until Acceptance.**—An order given may be countermanded by letter at any time up to acceptance of offer. *J. L. Owens Co. vs. Bemis* (N. D., 133 N. W. 59).

**Patent Protects Price but Not Reports on Sales.**—A price restriction in a patent license is valid, and it is lawful to also impose on the licensee of a patent the condition that he must place trade-marks on the machines, but the patentor has no peculiar rights to require reports of sales or payment of royalty. But where licensee operates outside of the territory agreed upon, a suit for infringement or specific performance may be brought. *Indiana Mfg. Co. vs. Nichols & Shepard Co.* (U. S. C. C., 190 F. 579).

*A Good New England Daily in  
a Good New England City!*

# New Haven (Conn.) Register

Here is a two-cent evening paper which despite one-cent competition yet stands head and shoulders above all others in its field in quality and quantity of circulation.

This grows out of the simple fact that the Register leads all in the requirements of a modern newspaper.

New Haven gives you the biggest city in Connecticut, one that is in first-class condition from an industrial point of view and has a large buying capacity.

*JULIUS MATHEWS, Representative.*

To do profitable Advertising,  
to influence trade in the Great  
Shoe City, you need the help  
of the oldest newspaper.

THE

## Brockton Enterprise



EVENINGS

FLAT RATE

**35 CENTS PER INCH**

**CIRCULATION 13,000**

**POPULATION 80,000**

*A Good New England Daily in a  
Good New England City!*

### Newburyport

(Mass.)

### News.

Newburyport and Amesbury have a population of 25,000. The Evening News covers this and half a dozen neighboring towns.

Money is put into circulation steadily through large manufactures of silverware, shoes and some minor industries.

The Newburyport News comes nearer to delivering one hundred percent of the newspaper reading homes than most dailies in communities of this size.

Practically every home is reached through the columns of this paper.

This paper furnishes each month to its advertisers a circulation statement in detail sworn and with a bank guarantee of its accuracy, showing its distribution and the division of its distribution.

**JULIUS MATHEWS, Representative.**

## RECOLLECTIONS OF AN AD- VERTISING BUNCO- STEERER

SOME CROOKED SCHEMES THAT  
HAVE MULCTED FORTUNES FROM  
THE PEOPLE—WHEN MINTYRE  
"TAUGHT" HYPNOTISM BY MAIL  
—AN AD THAT PRODUCED 80,000  
REPLIES IN SIX DAYS—A FORTUNE  
TELLING SCHEME AT REDUCED  
RATES

*By an Ex-Agency Man.*

[EDITORIAL NOTE:—This article should be read in connection with a news article in a recent issue of *PRINTERS' INK* which told how \$77,000,000 was contributed by the American public to illegitimate schemes in the past year. The article printed herewith is tipped with a shining moral.]

Some fifteen years ago a young man stepped into the office of a Boston agency where I was then employed and indicated a desire to inaugurate a small advertising campaign. Two hundred dollars represented the appropriation. In less than a year the account was running into a sum averaging several thousand dollars a day.

The advertiser was Francis Truth, Divine Healer, of Boston. The first copy gave little indication of the tremendous claims later made for this somewhat remarkable, if reckless, individual, for the announcements, written by Truth's secretary, who had placed the first contract with us, developed into rhetorical rhapsodies. Likewise, they increased in size from the space of a few lines in a carefully chosen list of weeklies to page broadsides in most of the large dailies in America. At the end of the first eighteen months the average bill for Sunday space, alone, was running well above \$10,000 each week.

Truth had another name, a real one, by which the inhabitants of a small Vermont village, where he was raised, knew him, but that name is of no importance in this discussion. He affected Fra Elbertus hair, and a general appearance not unlike the East Aurora gentleman. He had set up shop in Boston in a very humble way several years before, but, evidently, all the while, had planned for

the grand finale which the advertising campaign was to bring. At that, I think, he was astounded at the results.

Canada, the Northwestern States and the Pacific Coast country, were gold mines for Truth, although the South and the large cities paid handsome toll to this self-styled medical marvel. Only one section of the country seemed to have no desire to be cured of its ills. Eastern Pennsylvania held haughtily aloof. Philadelphia papers finally lost the account.

One morning a number of Post-office Inspectors called at the "Temple of Health," a magnificent private house in what had formerly been a select neighborhood. When they left they had a couple of wagon loads of canes, crutches, braces, wheeled chairs, etc., representing relics left behind by the halt, the lame and the blind who had been touched by the magic hands of the Healer. They had books also showing the receipt of several hundred thousand dollars from all over the world, and more than \$30,000 in cash, checks and money orders, the latter constituting the "clean-up" from that morning's mail.

As there were hundreds ready to attest Truth's prowess as a cure-all and practically none to prove that he had physically harmed any one with his treatment, the Government accepted a plea of guilty and let him off with a fine of \$1,700. He is still "divinely healing" in a California town, but most of his time is taken up these days with his duties as a landlord of large Texas and Pacific Coast ranches.

#### THE MAGICAL BOX

After the Truth experience, one of the men in our agency left the house and opened a business of his own in which he rather played for this brand of patronage. With a number of others, I went with him. One of our first profitable accounts was that of a couple of men selling the "Magic Egyptian Box," guaranteed to bring good luck to all into whose possession it passed.

*A Good New England Daily in  
a Good New England City!*

## **Burlington** (Vermont) **Free Press**

Burlington is Vermont's largest city and its principal wholesale distributing point.

The *Free Press* has the largest circulation of any Vermont paper. It has the largest city circulation of any Burlington paper. It covers the country districts on 100 Rural Free Delivery Routes.

The *Free Press* carries more local and general advertising and prints a greater amount of news matter than any other Burlington paper.

Circulation examined by the Association of American Advertisers.

*JULIUS MATHEWS, Representative.*

*A Good New England Daily in a  
Good New England City!*

## **St. Albans** (Vt.) **Messenger**

St. Albans, Swanton and St. Albans Bay have very close to 12,000 population.

In addition the railroad makes a special rate once a week, from several surrounding towns, bringing the trading population that a St. Albans retailer can count on up to over 20,000 population.

The messenger has full day service of Associated Press and local news reporters in all these towns in Northern Vermont to whose trade its local merchants cater.

Has a practically exclusive field in Northern Vermont. Circulation examined by Association of American Advertisers.

*JULIUS MATHEWS, Representative.*

*A Good New England Daily in  
a Good New England City!*

## Waterbury (Ct.) Republican

Here is the centre of the brass manufacturing business and large copper industries.

Here they make money from these base metals!

You will find our people and our merchants well supplied with regulation coin of the realm and ready to part with it in exchange for fair values.

The best way to present your goods is through the columns of the *Waterbury Republican*—the best-liked paper—the paper of largest circulation—the only paper whose books have been examined by the A. A. A.

*JULIUS MATHEWS, Representative.*

*A good New England Daily  
in a good New England city!*

## Montpelier (Vt.) Argus

Besides several manufacturing industries and extensive granite quarrying, Montpelier is one of the trading centers of a fertile farming district.

The *Argus* is the recognized leading Montpelier daily.

It is the evening paper—the “home” paper—the paper that gives advertisers RESULTS.

Circulation examined by Association of  
American Advertisers

*JULIUS MATHEWS, Representative.*

The boxes, made of wood, were about the circumference of a silver dollar, and, say, half an inch thick. They were filled with sand and pebbles from Revere Beach and sold at one dollar each. Later developments showed them to have been manufactured in Malden, Mass., and to have cost about two dollars a gross. The “magic box” copy ran for a year, occupying a single solid column, next pure reading matter, in preferred position. It brought home the bacon. I have no means of knowing the number of gullible persons taken in by this palpable fraud, but it must have been enormous. For a time the Malden factory worked day and night in its efforts to keep up with the demand, and more than thirty girls were employed, packing and shipping the product and in answering correspondence. The business came from all parts of North America, Eastern Canada and the Southern States being especially interested in charms. A New York paper, however, easily led every other publication used in the number of keyed replies. I recall that a Louisville paper, one in Kansas City and one in Chicago declined this business, but I remember no other, to whom it was offered, that was unwilling to accept it at card rates.

Eventually Uncle Sam wrote “30” on the “Magic Egyptian Box” copy, and in due time the Federal Courts took the promoters in hand and sent them to prison for a year each.

### SHREWDLY, WRITTEN COPY

At a somewhat later date a Manhattan agency to which I had transferred my energies became sponsor for another “faith cure” gentleman, this time a “professor,” located up-state in New York. This man is still a heavy advertiser, but these days along more conservative lines. A “College of Physicians and Surgeons” fathered the advertiser, but the “Professor’s” picture, as well as that of his handsome home, added luster to the two-column announcements. The display headings of these ads were fearfully and wonderfully made, for they

usually blazed forth in the heaviest type permitted: "The Dead Raised from the Grave," followed by a line of smaller type, "would not be more wonderful," etc. A careful inspection of the wording of the copy showed a degree of shrewd ambiguity which left no room for criminal action. Sunday and big weekly papers were used, but the game was evidently growing wary, for there was no reckless lavishness in space buying as in the old Truth days.

The "Professor" continued this style of publicity for several years and grew rich beyond dreams from the returns it brought. His profits went largely into the olive industry in California, which he has developed to a high state. So we may conclude that what was the "suckers'" loss is California's gain. "It's an ill wind that blows nobody good."

At about the same time we handled for a while the account of Frederick McIntyre, a former vaudeville performer, who began in a limited way to, allegedly, teach hypnotism by mail. This campaign opened with the use of twenty-eight lines of space in mail-order papers, but in a few months the advertising had grown to large proportions. McIntyre originally had a desk in the office of E. Virgil Neal, a New Yorker, not unknown himself as a "thriller" advertiser. As soon as the ex-vaudevillian's bank roll permitted, he put out some half-column copy that brought riches about as quickly as paid publicity was ever known to bring them.

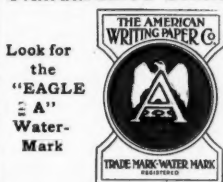
This announcement carried at its head the picture of a book, the cover slightly ajar, and giving just a glimpse of the golden Elysian fields beyond. "What Remarkable Manner of Man Wrote This Strange and Wonderful Book?" next caught the eye, and then followed a lot of six point, telling how the scientists and learned men of all Europe and America were astonished beyond description at this remarkable volume which so clearly explained the way to riches, power and happiness.



**The same degree of Quality that characterizes your goods or services should dominate your stationery.**

**Stationery that measures up to your business standards is Efficient Stationery.**

**Efficient stationery is Standardized Stationery.**



Look for  
the  
"EAGLE  
A"  
Water-  
Mark

It's a  
Good  
Habit

There is an "EAGLE A" Bond Paper of every grade, and for every use—thirty-four in all—ranging in price from Eight to Twenty-Four Cents a pound—with a wide choice of finishes and colors.

So, Standardize your Stationery by using an "EAGLE A" Bond Paper.



## COUPON BOND

The De Luxe Business Paper reflects the "EAGLE A" Quality, and is usually the first choice of the Critical Buyer.

Send for Portfolio of Printed and Lithographed Business Forms on this Paper.

AMERICAN WRITING PAPER CO.  
48 Main Street Holyoke, Mass.

Ask your Printer or Lithographer to show you samples of "EAGLE A" Bond Papers.

By mastering the secrets contained in the book the lowliest might vie with kings and the tiniest wish of the most humble be gratified. It was mailed free to all who copied and sent in four lines of doggerel, described as "this mysterious verse."

It was not long after this copy went out that McIntyre was occupying an entire floor in a big building, and employing sixty clerks. A year later he entered his \$30,000 French racer in the Long Island automobile races, his country estate was as fine as any in Queens County, and liveried servants answered his beck and call! Still later he sold his business to a man who conducts it in New York to-day, with branches in London and Paris, but the advertising is all done in European papers. The official kibosh went on the game here a good many months ago.

McIntyre, when last heard from, had an establishment in Tokio, and was instructing the Japs in the mysteries of hypnotism. He was said to be doing a big business all over the Orient.

#### WORKING UP A NAME LIST

One of the ads which puzzled American readers for a while, and which has never before been explained in print, was put out by the same agency, during the McIntyre campaign. It was a reader occupying about three inches, and the contract specified that it must appear as news and bear no marks to indicate that it was an advertisement. Many papers accepted it on this basis. The headlines read: "W. H. Vanderbilt Writes a Book; Tells How \$1,000 Made a Million."

It was just a little time-killer with Mr. Vanderbilt, the writing of this book of 200 pages, according to the "item," and he had ordered the publishers to give away 5,000 copies to those who asked for it in time. The Government stopped putting the letters in the big post-office box, the only address given, after ten days, but in that brief period over 60,000 replies had been received. An inspector told me that at least 200,-

000 letters were returned to the senders, marked "fraudulent."

The reader was inserted by a New York promoter, whose only object was to get together a name-list of persons, a percentage of whom at least would have \$1,000 or more. Many of the letters really named the amounts the writers had for investment, and were only waiting to learn how Mr. Vanderbilt converted his thousand-dollar bill into a million, to go and do likewise. Some months later those who answered this ad received the glittering prospectus of "La Luz Mines Co." The shares sold like the proverbial hot cakes, presumably to those who desired to learn Mr. Vanderbilt's wonderful secret.

Still another agency with which I was connected in New York handled a peculiar account for just three weeks. It was a small affair, directed, as we found later, by a printer working on the night force of a Pearl street office, but the opportuneness of its conception was calculated to deceive the most astute. The advertiser represented himself as an employment agent seeking help for a new department store, which, as every one knew was about to open in New York. As I recall it, no direct statement was ever made that the people he desired to employ were to work in the new establishment, but he certainly left that impression. The fact that his small, but well furnished office was in a building immediately adjoining the new store structure, then rapidly nearing completion, aided in perpetrating the fraud.

The ad occupied about fifty-six lines in the male and female "Help Wanted" columns in practically all the big Sunday papers in the United States and Canada. The heading read, "Wanted—By a New York Department Store, About to Open," following which was a list of positions to be filled, covering almost every known line of human endeavor, down to that of scrub woman. The concluding words instructed the applicant to give three references and to enclose stamps for reply.



More than a quarter of a million people tried to get situations in that mythical hive of industry within a month, and almost every one of them inclosed four two-cent stamps. The printer, of course, answered no letters, but promptly sold the stamps at a small discount, and disposed of the letters at \$2 per thousand to a list broker.

The attention of the proprietors of the new store was called to the matter by the large number of applicants who felt so sure they knew the advertiser, that they appealed direct. He reported the fake to the police department, whose visit to our agency was the first intimation we had that everything was not regular.

#### THIS ONE READ THE STARS

The last "thriller" campaign that was mixed up with my agency career was that of a man who told fortunes by mail. The copy was limited in size, but appeared regularly throughout America in daily, evening and Sunday papers,

as well as in foreign publications and in papers printed in foreign languages in the United States and Canada. It was the nearest approach to the Truth fight for "easy money" I have ever seen. The advertiser, like one other I have named, lived "up York State," where, at the zenith of his financial success, he had the natives standing aghast at the gorgeousness of his automobile turn-outs and the lavishness of his living.

This advertiser told all your past and future by reading the secret of the stars. He was an Astrologer—a profession in much better repute some centuries ago than in these chilly days of stern reality. Yet one person out of every ninety in the United States was willing to hark back to the days of Marvin, and part with from ten cents to five dollars to have the modern soothsayer delve into black recesses of the misty future.

The copy was conservatively worded, and was evidently pre-

## A February Record

THE MINNEAPOLIS JOURNAL carried 766,920 Agate Lines of advertising in February. This was 63,756 more lines than was carried by any other newspaper in Minneapolis or St. Paul.

It was the greatest February in the history of THE MINNEAPOLIS JOURNAL, and a new record has been set for the Northwest in this Month's advertising.

O'MARA & ORMSBEE

CHICAGO

*Tribune Building*

NEW YORK

*Brunswick Building*

## The Best Merchants' Journal Published in the South

When you advertise to the retail trade in the South, by all means use a trade journal. Select the journal that measures up to standard requirements in every respect.

## THE PROGRESSIVE RETAILER

is the best monthly journal published in the South for retail merchants. It is different from every trade journal circulating in this section. It contains what the retail trade in the South demands, i.e., accurate information on the fundamental principles of retail merchandising under conditions existing in southern territory.

If you consider "quality" circulation as well as "quantity," the Progressive Retailer is the medium for you to use. Write for a specimen copy and advertising rates. Consider it editorially, typographically and advertisingly. Then send us your business. Published monthly on the first. Forms close six days before date of issue.

**PROGRESSIVE RETAILER PUB. CO., Inc.**  
219 Rhodes Bldg. Atlanta, Ga.

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What would you think of a salesman applying for a job who said, "Oh, I have a magnetic personal appearance. I can get into any man's office. I can present the goods in a very fine way. I can make a hit. But I can't close a deal. After I have made my entrée and have presented the goods you will have to send somebody along to close the contract and get the order."

This incomplete salesman represents many advertising agencies who believe that advertising is one thing and selling goods another in which they have little concern.

We believe that advertising is but a part of selling, and therefore we are prepared to take up a selling problem, work it out, and to execute all or any part of it—including the necessary advertising to make it effective.

**CHURCHILL-HALL**  
ADVERTISING  
AND SELLING

50 UNION SQUARE, NEW YORK

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pared with a view of passing the scrutiny of the post-office authorities, which it succeeded in doing for about two years.

A clause at the conclusion of the announcements invited the applicant to "inclose ten cents, if you wish," for a trial life reading. This, in spite of the bold heading, "Your Fortune Told Free." Eighty per cent of the letters in response to the ad contained a dime or its equivalent in postage. Sixty per cent of the replies came from women, a somewhat smaller percentage than might be expected. Over a million people answered these ridiculous announcements, and the energetic follow-up landed about half of them for a "full life reading." The cash and stamps received in the initial "come-on" letters more than paid all advertising bills, leaving all the product of the follow-up campaign as velvet. A number of the papers paid for the investment in the first week following the appearance of the ad. The weekly editions of many of the Western papers were even better pullers than the Sunday issues of the same publications. Again eastern Pennsylvania fell behind, but the large cities of the country brought many a seeker after astrological lore. Naturally the mail-order papers of large circulation brought avalanches of silver.

The "boobs," to use the favorite term applied to them by our client, were required to give their correct age, date of birth, sex, and state whether married or single. Ninety-six stock readings were kept on hand, printed in imitation of typewriting. Half of these were for males, married and unmarried, and the balance for females, attached or unattached. Divorced persons had to take their chances. The year was divided into twenty-four parts, so that all single male fools born between April 1 and April 13 got the same document. With this went a long stock letter, declaring the inquirer's life to be so intensely interesting, and so filled with strange and unusual happenings, that our star-gazing friend begged

the opportunity to sit down and consult his charts and the tale-tattling planets for more definite details. A highly important event was about to occur in the applicant's life, it seemed, and for this reason if for no other, the future should be laid bare. Five dollars would start the wise old wizard prying whole chunks of life secrets loose from the unhappened and the unknown gloom of the yet to be.

If the five did not show up within a few weeks, the old fraud cut the price to three dollars and two weeks later it was down to two "bucks." Three weeks later it suddenly dropped to a single dollar. The last final pitiful appeal offered the five-dollar goods for a measly fifty cents. One or the other of these "props." caught half of the deluded people who applied for the free reading. It will be readily realized that the profits must have been tremendous.

It is only a couple of years ago that the government authorities put the ban on fortune telling by mail, and I am wondering what brand of whirlwind advertising will next be adapted by these sure-thing operators who have so successfully corralled the golden harvests in the past. Just now an unusual number have dropped back into the old-time medical game, but that is a mere make-shift, pending the launching of something more novel.

One thing is certain, the number of publications willing to handle this class of copy is steadily growing smaller, but, unfortunately for the general public, the avenues that have always produced the biggest returns are still open. As long as there are advertising agents willing to handle such campaigns and papers to print the ads there will be financial buccaneers ready with the schemes.

Howard P. Rockey has joined the staff—copy and merchandising department—of Nelson Chesman & Co., New York. For the past year Mr. Rockey has been connected with the Advertisers' Service Bureau of the System Company, New York..

## Advertising Gains

### For Twelve Consecutive Months

During February, 1912, The Record-Herald contained 1777 columns of advertising, a gain of 63 columns over February, 1911, completing an unbroken record of advertising gains for twelve consecutive months. The total gain of The Record-Herald in this period far exceeds the combined gains of all the other Chicago morning newspapers.

## THE CHICAGO RECORD-HERALD

New York Office - 710 Times Building

## A Lady from New Jersey says:

"For two years we have had 'The Housewife' in our home, and it is read and thoroughly enjoyed. As a mother who wants to capably bring up and wisely guide her little one, 'The Mother's Realm,' 'A Mother's Life Work,' with the many kindly suggestions that help to a better understanding of the little folks and to a wiser guiding of the tiny ones, appeal strongly to me and have helped me more than once in the solution of some problem. 'The Housewives' Circle' and 'Helpful Hints' contain many pearls of great price in the work in the home circle that save both money and steps."—Mrs. W., Elizabeth, N. J.—400,000 other women feel this way about it.

## ADVERTISING A BANK TO MILL WORKERS

DEPOSITS OF A MILLION IN A SMALL MILL TOWN SECURED BY ADVERTISING IN TERMS OF THE STREET—ACCOMPLISHED WHILE THE MILLS WERE RUNNING ON HALFTIME—COPY EXACTLY FITTED TO A PARTICULAR PURPOSE

*By a Staff Writer.*

It is narrated in a parable how the king, when those nobles who had been bidden to the feast made divers excuses for non-appearance, sent his servants out into the highways to gather in the men of low estate. It is hardly to be supposed that the servants, in issuing these secondary invitations, used the language of the court or the drawing-room. It is probable that they set forth in no uncertain terms what would probably happen if they *didn't* accept.

William H. Ridgway, whose article on the advertising of the Craig Ridgway steam-hydraulic elevators appeared in *PRINTERS' INK* for January 18, is an enthusiastic church worker, and it is quite possible that the parable of the king's feast may have some bearing on his advertising campaign. He is a director of a bank in Coatesville, Pa., besides being the mainspring of the elevator concern, and he advertises the bank in much the same terms used for the elevators. He talks to the people of Coatesville in terms quite understandable, and doesn't hesitate to tell them what will happen if they don't heed.

The word "banker" usually brings up an idea of side whiskers and such cold and dignified terms as capital, surplus, balances and investment. Probably it is because banking tradition has kept a certain amount of the mystery which used to be thrown about financial transactions in old times. But whatever the reason, bankers, as a rule, are not in the habit of talking the language of the common herd, who care little or nothing about surpluses or investments, since their only financial problems deal with the neces-

sity of making a certain inconspicuous number of dollars per week cover a multitude of desires.

Mr. Ridgway is not that kind of a banker. The writer of this article has never seen him, but is willing to wager that side whiskers are foreign to his element—side whiskers of the ultra-dignified type, at any rate. There is a sort of side whiskers which go with a twinkling eye and denote kindness, but they are not associated with the idea of a banker.

Mr. Ridgway's bank—the Coatesville Trust Company—is situated in a Pennsylvania mill town, with a population, excluding the foreign element which comes and goes and the negroes, of between five and six thousand. It is composed largely of men who work in the iron and steel mills, and whose wages, to say the least, are not munificent. Moreover, the mills have been running half-time since 1907. Yet the bank's advertising has built the deposits up as high as a million dollars, which is some deposits, all things considered.

The copy reproduced gives some idea of the homely phraseology which appeals to the mill men. It is language they can understand; not a dignified announcement of "resources," but

**"CORNER" CHRISTMAS CAROLS**

The "King" is in this Little Bank  
And soon his wages pile  
The "Queen" is makin' Christmas gifts  
A sewin' and a smilin'  
The Spender's in the house joint  
A cuttin' off his own  
And Christmas finds him poor enough  
The grog-shop grabs his nose  
You will see the truth of this old nursery rhyme dramatized all over Coatesville this month.  
And get it done poor down-and-outs had got into a Little Bank like this years ago.  
They would be living on Easy Street to-day prosperous and happy folks.  
With Christmas the greatest day of all the year.  
We are here to make folks happy and Christmas a joy.

**COATESVILLE TRUST CO.**

WE PAY 3 PER CENT INTEREST ON DEPOSITS SUBJECT TO CHECK. AVERAGE BALANCE REQUIRED, \$100.  
A PER CENT OF SAVINGS FOR EVERY DAY ON DEPOSIT AND COMPOUND THE INTEREST EVERY 6 MONTHS.

NEWSPAPER COPY TO ATTRACT THE WAGE EARNERS

straight talk in terms of the street. The ad reproduced is one of a series of parodies on nursery rhymes which were run during December under the general title of "Corner Christmas Carols."

The bank is on a prominent corner in the town, and has been christened the "Little Bank on the Corner." One of the "Carols" concludes thus:

Cheer up and learn your lesson, jump down from off your perch,  
There's a bank now on the corner where there used to be a church;  
And this little bank is put there, like the church which went before,  
To convert all foolish mill men so they will be fools no more.

PRINTERS' INK said once upon a time: "Our idea of the proper length of an ad is that it be long enough to reach from the goods to the consumer." These Coatesville Trust Company ads are excellent examples of just that. They reach the consumer—the particular consumer who is a possible depositor in the particular bank. They speak his language.

#### SOME EGGS!

PHILADELPHIA, March 6, 1912.

Editor of PRINTERS' INK:

Apropos of your advocacy of definite knowledge about a product, what is the matter with the following which appeared in a recent newspaper ad?

"If you could secure eggs for your breakfast which were guaranteed by the Storrs Agricultural Experiment Station at Storrs, Conn., to be the product of virgin hens, all of which were in perfect health and of selected fancy stock; that the hens were housed in the most modern and sanitary manner; that all the food which they ate, and which contributed to the development of the egg, was of the most cleanly and nutritious character; that every egg would be sterile; that the hens would be under the constant surveillance of scientific men who are solving the problem of producing the best and healthiest poultry and eggs and that you could have the eggs delivered to you within two days after they were laid—would such eggs be worth five cents apiece to you?"

Doesn't this go a bit further in the direction of pure food than even our friend Dr. Wiley would think necessary?

T. H. L.

#### S. A. M. BANQUET SPEAKERS

The following are announced as the speakers at the Syracuse Advertising Men's Club banquet, to be held April 1: William J. Burns, president of the Burns Detective Agency Chicago; President George W. Coleman, of the A. A. C. of A., Boston, and Frederic T. Murphy, vice-president of the Mark Cross Company, New York.

The Oakland, Cal., Ad Club has been re-organized.



"Who was the first man?" asked the teacher.

"Washington," answered the boy.

"No, the first man was Adam," corrected the teacher.

"Oh," said the boy, "if you're speaking of foreigners, I suppose he was."

Many advertisers hear the story of the farmer, his needs and his resources, with the thought that we are "speaking of foreigners."

They do not realize that farmers are American citizens who live in the country and who have the same needs as Americans who live in cities; that their income and hence their buying power is greater per capita than that of any other class of people and that their buying is influenced by what they read in

## FARM AND FIRESIDE

THE NATIONAL FARM PAPER

New York Springfield, Ohio Chicago

### TECHNICAL PUBLICITY MEN TALKED CATALOGUES

Cover catalogues, booklets and other products of the printing press occupied the attention of sixty-seven members of the Technical Publicity Association at the meeting held in the Aldine Club, New York, on March 14.

W. Schoenlank, of Rogers & Co., New York, read a paper on "The Hows and Whys of Catalogue Make-up," laying particular emphasis on the restraint which should be observed in decorative design and the importance of avoiding books that would lead to binding on the short side.

According to the programme, Laurence Harris, at one time chief of the London *Graphic's* art staff, was to have spoken on "Illustrations and Art Work." He was unable to be present, however, so President Harry Tipper read a paper which had been carefully prepared by Mr. Harris.

Quite an animated discussion followed the reading of the papers. J. C. McQuiston, manager of the publicity bureau, Westinghouse Companies, Pittsburgh, opened the talk from the floor by referring to the recent progress in the movement for a standardization of catalogue sizes. He spoke particularly on the importance of the "internals" of catalogues, saying:

"In writing them I think we should get the point of view of the man who is going to read the finished book. Concretely, the arguments should be reduced to dollars and cents because as Americans it is the dollars which interest all of us most. Printed matter is so close to the signing of the contract that it must be well done."

Arthur Haller, of the American Locomotive Company, told what engineering societies had done about catalogue size standardization; A. E. Clifford, of the McGraw Publishing Company, referred to interesting experiments conducted by Professor Strong, of Columbia University, and said that as a result of the tests several apparent reverses in the usual notions about "page domination," "white space" and "lay-outs," had been substantiated.

Dr. Roy, of the Swedish-American Iron Company, brought up a question as to what information in the way of tables, etc., should be placed in catalogues to induce people to preserve the books. He said he couldn't see what use an engineering table would be to a man at the wheel and suggested that a table of wages by which a workman could tell how much he lost when he laid off a day would be immensely more valuable.

Over fifty manufacturers sent contributions to a catalogue exhibit, which formed one of the features of the meeting.

President Tipper announced that at the April meeting "Follow-Up and the Results" would be the topic.

Lewis C. Randolph, advertising manager of the Corrugated Bar Co., of Buffalo, has accepted the position of advertising manager with the Canadian Fairbanks-Morse Company, of Montreal, Canada.

### DEATH OF JOHN F. HILL OF VICKERY & HILL

John F. Hill, of Vickery & Hill, publishers, of Augusta, Maine, died at the Hotel Touraine, Boston, last Saturday morning. Mr. Hill was born in Maine in 1856.

Mr. Hill was a former governor of Maine and was chairman of the Republican National Committee.

After going through the academies of Berwick and Newburyport, Me., Mr. Hill took up the study of medicine and later took his degree from the Long Island Hospital College in Brooklyn. He practised for a year in Boothbay Harbor, Me., and then decided to go into business.

Soon after 1879, when Mr. Hill settled in Augusta and began reading law, he became a member of the law firm of Vickery & Hill, which later was a publishing house. At one time he had much to do with the promotion of the Augusta, Hallowell and Gardiner Electric Railroad. In Illinois he was connected with the Quincy Gas and Electric Company, the Decatur Gas and Electric Company and the Peoria Gas and Electric Company. He was majority owner in the Augusta Real Estate Association. His name appeared as a trustee of the Augusta National Bank, of the Eastern Steamship Company, of the New England Telephone and Telegraph Company and as a member of the executive board of the Augusta Trust Company. He was also president of the State Trust Company.

Mr. Hill has always been a Republican. In 1889 he was elected to the Maine Legislature, was re-elected, and later served as State Senator and in Gov. Powell's Council. At the September election of 1900 he was elected Governor of Maine by a large majority and was again elected in 1902. He was a Presidential elector in 1896. In 1908 he was made a member of the national Republican committee.

Mr. Hill was married to Miss Lizzie G. Vickery, the daughter of his law partner, P. C. Vickery, in 1880. She died in 1893, leaving a son, Percy Hill. Mr. Hill in 1897 married Mrs. Laura Liggett, of St. Louis, the daughter of Norman Colman, who was once Secretary of Agriculture under Cleveland.

### BIRD RETURNS TO NEW YORK

W. S. Bird, at one time advertising manager of *The Review of Reviews* and more recently in charge of the advertising of the *Baltimore Sun*, has returned to New York. He is in charge of the foreign advertising of the *Baltimore Sun* and other newspapers.

Among the speakers at the annual dinner of the Daily Newspaper Club, to be held at the Waldorf-Astoria on April 24, will be Charles H. Grasty, of the *Baltimore Sun*, and H. N. McKinney, of the Philadelphia office of N. W. Ayer & Son.

# Seven Million Dollars

increase in wages in

## New England

Textile Industries alone

This means not only more money for necessities but even for luxuries.

Advertisers may share in this prosperity by using the

## Local Daily Newspapers in New England

They create demand—They move the goods

Try for yourself

Ten of the best to try:

*Salem, Mass., News*

*New Haven, Ct., Register*

*New Bedford* Standard  
and Mercury

*Meriden, Ct., Record*

*Lynn, Mass., Item*

*Waterbury, Ct., Republican*

*Portland, Me., Express*

*Worcester, Mass., Gazette*

*Burlington, Vt., Free Press* *Springfield, Mass., Union*



## WHEN THE CHILD IS FATHER TO THE MAN

APPEALING TO THE PARENTAL DESIRE  
TO DO THE RIGHT THING FOR THE  
CHILD—HOW THE PUBLISHER OF  
AN ENCYCLOPEDIA IS PUTTING A  
NEW SELLING SLANT ON HIS  
PRODUCT

Reversing the ordinary method of selling procedure has proved profitable in many lines of trade. For example, a shoe manufacturer in Haverhill, Mass., took note of the several Boston makers of footwear who were specializing with respect to the young man. The lasts designed in Boston were not extreme or anything of the sort, simply snappy. And the youths of the New England educational institutions clambered all over themselves to stock up with these up-to-the minute products selling at from \$7.50 to \$9 a pair.

Pondering on the increased sales of the Bostonians, the Haverhillite laid out a plan which was briefly this, — to make shoes for *children* on lasts that were duplicates of those upon which the youth-attracting footwear had been fashioned. The plan was put into effect and within two years the originator, scarcely twenty-seven years old, was drawing a big income out of the firm he had organized to keep up with the demand for his snappy and incidentally high-priced children's shoes.

What was done in Haverhill with shoes has recently been repeated by a book concern. In studying the field, it didn't take the publishers long to see that about every selling feat to which

an encyclopædia would submit had been performed long ago. They did find, however, that over in England considerable success had been met by a firm marketing a set of books designed to answer any question which might be propounded by a ten-year-old child. With this idea the Americans went to work gathering questions and answers. Many of the answers were pictures and they so increased the bulk of the books that the copy couldn't be simmered down to less than twenty-four volumes. The expense of the edition, which is said to be close to \$350,000, made it absolutely essential that the widest possible retail outlet be found. So the sponsors founded their selling structure on the theory of the

### The Greatest Gift To Growing Minds

Answers Every Question

Why does a train stop on the rails?

How does a camera take a picture?

Why is iron colder than wood?

Why can't we see in the dark?

How far off is the horizon?

Why do we dream?

What makes the heart beat?

Is there gold in the sea?

Why does a match stop?

What makes the electric light glow?

And thousands of others



Opens Every Door

The United States and All

Other Countries

Natural History

Plant Life

Stories and Legends

Men and Women

Our Own Life

Book of Wonder

Famous Books

The Earth

Poetry and Rhyme

Garden Deals

School Lessons

Family Things

Things to Make and Do

11 Great Departments

Under the Spell!

## The Book of Knowledge

The Children's Encyclopedia

Regularly Illustrated with 8,000 Pictures, 200 Magnificent Colored Plates

Simplicity the Secret

It is a great achievement to arrange the important and essential knowledge of the world in such a comprehensive scheme, and tell it in such simple language that the mind of a child might not only grasp it, but enjoy it and remember it. It is this simplicity of style and statement, coupled with sound learning, which is the secret of the success and usefulness of THE BOOK OF KNOWLEDGE, not only to children, but also to adults, especially those who have not had time nor opportunity to complete their training in the schools and colleges, and need to supplement their education.

A Generation Ahead

President John H. Finley of the College of the City of New York, in his introduction, says: "I expect a boy of ten will be spending fifteen minutes a day in reading these pages, he would at home know more about the earth and the life on it than the wisest men have a few generations ago."

Windows and the Child's Heart

This is the children's age, and all kinds of books are being published for them, good books and bad books, books of mental training and entertainment, selections of fact, fiction, story books, and books so called "educational," in which are really written for their elders, but THE BOOK OF KNOWLEDGE is the only work which has found wisdom and the child's heart together. This important and original publication has solved a pressing problem in the child's life and has proved a new force in the home and in the school.

The Most Profitable Investment

We expend time and care in selecting the paper used for the growing body, because we realize that it is a profitable investment, but it is equally important and insurance that the growing mind should have the food which will stimulate its rapid and healthy development, and it is the most profitable investment. Let the children, especially between the ages of 7 and 14, read THE BOOK OF KNOWLEDGE, and read the wonderful educational pictures and you will be surprised and delighted with the results. It stimulates a voracious and healthy interest in the school and supplies its place in the home.

Pictures! Wonderful Pictures!

THE BOOK OF KNOWLEDGE will never be surpassed in the value of its educational pictures, pictures of the starry universe, The Sun and His Family of Worlds, pictures of animals, foreign and familiar, pictures of flowers, trees and shrubs, charts and diagrams of our own marvellous bodies, portraits of famous men and women, artists, authors, statesmen and scientists, pictures of our own country and a hundred other countries, showing the cities, the people and their customs, reproductions of beautiful paintings and sculpture, the picture-story of important industries, the whole beautiful, wonderful world before us in nearly 10,000 pictures, which tell of story or illustrate a fact as a story that can never be forgotten.

How Wonderful These Stories!

Reading the book of the paragraphs at random, one is struck by their force and their power, and one is struck by the way in which they are so arranged that they are so easy to read and so easy to understand.

Let the Children Decide

They will be delighted with the beautiful illustrated booklets mailed free, giving the contents of the Department of Knowledge. The valuable pamphlet, "THE MIND OF A CHILD," also presented.

MAIL THIS COUPON FOR THE TWO FREE BOOKLETS

The Grolier Society, 2 W. 45th St., New York

The Grolier Society

THE GROLIER SOCIETY, 2 W. 45th St., New York

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THE GROLIER SOCIETY, 2 W. 45th St., New York

PAGE TO REACH THE PARENTS

child being father to the man.

Particular consideration was given to grown-ups whose education might be deficient for one reason or another. "We can't come out bluntly and tell such people of their shortcomings," reasoned the publishers, "but once we attract the parents through child interest, our volumes should find a comparatively easy pathway to business offices, libraries, schools, editorial rooms and so on almost without end."

So far this theory has worked well for the publishers. Within nine months from the completion of the encyclopædia, an edition of 15,000 sets was exhausted. This means that 360,000 books were disposed of. And a second edition of 25,000 sets is half sold.

The following extract from one of The Grolier Society's booklets shows how carefully the appeal to parents deficient in education was worded:

Yet we parents are not to blame for our attitude toward the curiosity of our children. The complications of our hurried modern life, the struggle for material necessities, the treadmill in which so many men of the present must work, whether or no, leave the fathers with little time or energy to cope with the keen minds of their children. The varied demands of church, charitable and civic organizations in modern society may prevent the mother from guiding the footsteps of the young climbers.

Again, parents who would gladly devote their hours to the welfare of their children are sometimes unable for the lack of formal training to do what would be a joy to them. Or else the marvelous advances in science, art and invention have rendered obsolete their knowledge gained thirty years before.

Up to date not a single set has been placed with retailers. The publishers' reason for this course is they think putting the books in stores would furnish too good an excuse to prospects for turning down canvassers.

At present close to 500 canvassers are selling the books throughout the United States.

Advertisements have appeared in New York newspapers and publications in other localities. The question of price is kept out of the displays because the publishers feel personal visits are necessary to gradually lead up to the price, which is close to forty dollars, is the better way.

## Couple Your Progress of Ten Years with Country Life in America's Story

Its first issue contained 52 pages—50 advertisers—32 still using the magazine, 64%. In April, 1911—763 advertisements, a magazine 7/16 of an inch thick, 208 pages.

A few features: beautiful color advertising; the first automobile department; a national real estate department; building advertising wonderfully developed a nation-wide market for the better things.

And now on April 15th (closing March 29th) will come Country Life in America's Tenth Anniversary (Inch Thick) Number. Why not tell of your progress? Haven't you a message to Country Life's readers for this monumental number? It will have bigger circulation, closer reading, longer life—a business bringer.

## Country Life in America

Garden City and New York

Chicago Cleveland Boston

## PACKAGE GOODS AND THE HIGH COST OF LIVING

WHY NO RELATION CAN BE ESTABLISHED BETWEEN THEM—PACKAGE COMES IN RESPONSE TO A DEMAND FOR CLEAN AND CONVENIENT WAY OF HANDLING GOODS

### HOUSEWIVES' LEAGUE

President, Mrs. Julian Heath,  
6 West 91st street,  
Telephone 6583 Riverside.

Vice-President, Mrs. Emil Kuichling,  
68 Irving Place.

Secretary, Mrs. Arthur Randolph Green,  
65 West 70th Street  
Telephone 4202 Columbus

Treasurer, Mrs. Josephine Redding,  
224 West 58th street.

NEW YORK, March 4, 1912.

Editor of PRINTERS' INK:

The Housewives' League, which is a nation-wide movement, is taking up the matter of package goods, that is, the increase in price after goods have been trade-marked; in other words, package versus bulk goods. I have been told that PRINTERS' INK has valuable data on this matter. If so, would it be possible for you to place such data in my hands?

The package goods proposition is a serious matter in relation to the high cost of living. The women of the country realize it. We are not willing to say, use nothing but bulk goods, but we do want to secure a fair price for package goods, if possible. In order to be fair in the matter we must know the increased cost for packing. I have been told that it costs but  $2\frac{1}{2}$  cents to pack an entire barrel of oats and that the package costs  $\frac{1}{2}$  of a cent.

JENNIE DEWEY HEATH.

The Housewives' League is one of a number of associations of similar character, most of which have sprung up since the cost of living question became an acute one for many and which represent an organization of the buying interest as distinguished from the selling interest.

The subject of package goods vs. bulk goods is one on which there has been considerable said in the columns of PRINTERS' INK, but the opinions inclined almost exclusively one way and such data as were presented were gleaned from personal observation.

There is no disputing the fact that the cost of putting up goods in dust-proof, water-proof packages, attractively labelled, is greater than the cost of putting them up loose in bags, barrels or boxes.

But the package has come in response to a demand. The preference of the public for receiving its food products in a convenient and cleanly form has forced all manufacturers to follow the lead of the pioneers. They could not quarrel with a quality prejudice which all our social and educational institutions have erected and fostered. It would be cheaper to eat all our food raw and to live without the comforts and refinements of life—all of these add to the cost of living, but they are worth it.

Then it is not so certain that the small package is less economical to the housewife while being more expensive to the manufacturer, than is the bulk container. How about the grocer? Does he not require less time and less help to give the same amount of service? Once almost everything was weighed or counted and wrapped up and tied. Nowadays a clerk simply reaches out and pulls down a package.

But there is still another consideration which seldom gets any attention at all, and that is the distribution of the package-cost. In most instances this is regarded as an item in the manufacturing cost, whereas in others and more justly, as it seems to us, part of the cost should be assigned to advertising—if not practically, at least theoretically. The package is not only a convenience and a protection, but it is also an advertisement, and for this reason and to an extent reduces the cost of distribution.

This is not the same as saying that the package sales give a greater volume of sales and hence make a lower cost or a lower price possible, which is true only of an individual manufacturer.

The conclusion therefore, at which we are bound to arrive is that the package, while its absolute cost is more than the bulk container, is nevertheless relatively a true economy to the manufacturer and to the housewife. The only thing which would bring the absolute and relative cost together would be to do away with competition altogether, and that would take some time to do.

# Stimulate Consumer Demand



The Right Sign at the  
Right Place Commands Attention

## GOOD-AD DECALCOMANIE WINDOW SIGNS

ARE NECESSARY FOR  
SUCCESSFUL MERCHANDISING

It is as important to you to move your goods from the dealer's shelves as it is to put them on. Good-Ad Signs are selling goods for others—let them sell goods for you.

OUR SAMPLES ARE OUR BEST  
ARGUMENT. SEND FOR SOME.

**PALM FECHTELER & COMPANY**  
65 FIFTH AVENUE NEW YORK CITY

### A Book of Better Advertising

#### ADS AND SALES

By

Herbert N. Casson

**\$2**

This Book applies the new principles of efficiency to the problems of advertising and selling.

**\$2**

Mr. Casson has classified 8000 ads into 25 varieties.

**\$2**

"The most original and instructive book on advertising I have ever read"—  
Henry R. Towne, of Yale & Towne.

**\$2**

The ninth chapter alone is worth the price of the book.

**A. C. McCLURG & COMPANY, CHICAGO**

# AMERICAN TOBACCO CO. WANTS TO PAY PUBLISHERS DIRECT

SIGNIFICANT MOVE MADE BY ONE OF THE LARGEST ADVERTISERS IN THE COUNTRY—THE SEAMAN AGENCY DECLARES ITSELF "ANXIOUS TO COMPLY" WITH ITS CLIENTS' REQUESTS—PUBLISHERS ALSO DISPLAY SOME ANXIETY

The over-worked word "significant" seems to be about the only term that adequately applies to a circular letter just sent out to publishers by the Seaman advertising agency. This letter is stirring up publishers considerably and it will presumably have the effect of also stirring up other advertisers and agents as soon as they hear about it.

No evidence has yet reached PRINTERS' INK as to how much the Seaman folks are stirred up over it or whether they are taking the matter in their usual calm and philosophical manner. Here is the letter that is giving the advertising world something to think about:

Frank Seaman      Charles McArthur  
President      Treasurer  
Walter R. Hine  
Vice-President & General Manager.  
C. D. Newell, Jr., Secretary  
FRANK SEAMAN, INCORPORATED.

New York, March 8th, 1912.

Gentlemen: We have received the following letter from the American Tobacco Company:

"We desire to have you arrange with the publications carrying our advertisements so that we may send them our checks for the net amount of their charges for our advertising after you have checked their bills. You billing us separately for your usual fifteen per cent commission, etc.

"It should be clearly understood that this is done without any question of the satisfactory manner in which you are handling our accounts—either your integrity or financial responsibility."

We are, of course, anxious to comply with any request that is made by our clients and in order to carry out their plan, will ask you in the future to have your Accounting Department send us bills for American Tobacco Company advertising separately from other charges against us and to render the American Tobacco Company bills to us in triplicate.

It is to be understood that this applies only to the American Tobacco Company brands placed through this company.

Trusting you will kindly comply with our request, we remain,

Very truly yours,  
FRANK SEAMAN, INCORPORATED.

One reason that this looks "significant" is that it follows closely upon the agitation in relation to the agents' commission by the Association of National Advertising Managers. Another reason is that it also follows closely—or coincides—with the action of the Mahin agency in declining to accept publishers' advertising for its house-organ and other publications.

"What are we coming to, anyhow?" some publishers are asking themselves. "Are we sleeping on the edge of Vesuvius? Is the old order passing? How are all these things going to affect us? Are we going to be better off or worse off?"

Still another reason for the use of the word "significant" is that the circular goes out on the letterhead of an agency—one of the big ones at that. If it had come direct from the advertiser himself, then publishers would have regarded it as simply another attempt, like that of the Standard Oil Company, to eliminate the agent and get the commission direct. Through long practice publishers have grown adept in handling demands of that kind. They know pretty well just what attitude to take, what to say and do.

But when an agent requests publishers to accept payment from the advertiser direct, and at net rates, that is a horse of another color. Of course the American Tobacco letter explicitly states that the agency is to continue receiving its "usual fifteen per cent commission, etc." (By the way, what does that "etc." stand for?) Yes, the commission will be continued—but for how long? A year, or six months, or what?

Suppose there should be a grand old change of heart down at the American Tobacco Co., about that "usual fifteen per cent commission, etc." Suppose that change of heart should take place right after publishers had agreed to accept the tobacco checks at

# *Wanted;* A Magazine Editor

We want a managing editor for a well-known New York magazine of standard type.

We want a broad-chested, virile young man of energy, culture and mental scope, preferably in the early thirties, or even somewhat younger, and newspaper trained; a man who loves work and can stand up under it; who has been a magazine reader, and has a pretty clear conception of what a wide-awake magazine should be; who is familiar with the live issues of the day; who knows a good fiction story when he sees it, and a good fact story as well.

Magazine making is a difficult problem. Unlike the daily paper, the magazine can carry no news, nothing of a strictly timely nature and nothing of a local nature. To determine what will appeal to the people all over America requires imagination, vision and analysis. It is constructive work.

The place in question is an exceptionally desirable one for the right man.

Address, giving all qualifications, including age, education and experience, Box 103, care Printers' Ink.

the net rates? What is worrying some publishers is whether every other advertiser could not demand and enforce the net agents' rate from that day out.

A high official at the American Tobacco Co. was seen by a PRINTERS' INK representative. His remarks were interesting, but were not for publication.

A certain group of leading magazine publishers (they shall be nameless) happened to meet and the American Tobacco proposition came up. A smile went around the gathering. It was regarded as the "newest wrinkle out," but so far as the attitude the respective publishers would take on the proposition, it was considered superfluous even to discuss it.

A publisher in another line said: "If you consider this the death knell of the agency commission system, I'm for it strong. I consider the commission absolutely vicious. Perhaps this would be as easy a way to get the unwelcome cargo overboard as any."

A publisher in another line said: "I am losing over \$40,000 worth of advertising because I will not give the commission direct. I can see now where I can get back that loss if the other agents endorse the Seaman attitude."

A shrewd observer, neither a publisher nor an agent, but conversant with all the facts, said: "What the American Tobacco people propose is virtually to retain the Seaman agency as an advertising manager; but not as a financial agent. These people are reputed to be spending in the neighborhood of \$2,000,000 a year in advertising. A fifteen per cent commission on that amount would be \$300,000 per annum. Rather a high-priced advertising manager, eh? I can think of at least one fairly good man who, if properly approached, would accept the job for a trifle less and the company could save the difference."

A special agent representing a number of out-of-town papers said: "I queried my publishers, and find that while they don't

like the proposition very much, they will accept it rather than lose the business. If the agent himself had not requested it they would have stood pat. I look to the day when the advertiser will pay his agent direct, there will be no commissions and no hocus-pocus over house-organs or other rebate schemes. All publishers will then be on the one-price basis or they will not. The middle ground will be eliminated. Let's take off our hats to Seaman and Mahin for having started the ball rolling. May it gather force and become an avalanche."

The publisher of one of the largest, cleanest and most successful newspapers in the United States said: "The Seaman-American Tobacco proposal is ethical, moral and sound. I had just as leave deal with the American Tobacco Co. as with Seaman. I shall accept the proposition."

#### HAS "PRINTERS' INK" TRANSLATED INTO JAPANESE

MANNENSHA ADVERTISING AGENCY.  
Osaka, Japan, Feb. 15, 1912.

##### Editor of PRINTERS' INK:

It is one of my sweetest memories that I had a very pleasant conversation for a short time with you in New York three years ago. Since then the PRINTERS' INK is my best companion help in business. Almost all important articles are translated and read with a great interests and attentions.

I infinitely admire your decisive attitude against the dishonest and indecent advertisements. I myself also did something in this direction in my country after my return, and as one of its results, the attitude of the Government was expressly changed, and even some decrees were issued.

I have read an article in a Japanese newspaper that told me that a law against advertisements indecent was enacted in the United States, and enforced on and after September 1st, 1911. I am very desirous to get the full contents of the law. If you kindly send me a copy of it or show me where it is in the PRINTERS' INK if it contains, I should be very much obliged to you.

Mr. T. Yoshitake, one of my most intimate friends, is going to America and Europe this spring. He is the manager of the advertising department of the *Osaka Mainichi Shinbun*, one of the greatest newspapers in Japan. His purpose is to inspect the advertising business in the world. He will leave here in the end of March, and he in New York in May or thereabout. I have a pleasure to introduce him to you beforehand. I should be very much obliged to you, if you receive him and guide him in every way when he be there.

SADAE TAKAKI



## CHAIN STORE ECONOMIES PRACTICABLE IN MANY LINES

(Continued from page 10)

to-day who is not in a chain system and let me go to that merchant and say: "How much money are you making?" "I am making so and so much," he will reply. "Well, how would you like to join our chain?" "What is there in it for me?" he will ask. "There will be more money in it for you," I answer, and show him how.

I take over part of his interest and put my control and my name in, and by that means I secure a larger distribution of my goods. He has been jogging along under a little sign, "Johnny Jones." He takes that down and puts "Hanan" over the door and shortly doubles his business.

The facilities for buying in quantities are, of course, one of the great advantages the chain store has over the individual store. We, for example, can buy rubbers and children's shoes, which we do not manufacture ourselves, cheaper than can the individual storekeeper. It is an advantage also to be in close touch with the consumer and learn his wants.

### GREATEST ADVANTAGE IN MANAGEMENT

But the greatest advantage is in having at the head of the chain a man who has an extended merchandising knowledge, and who knows how to direct everything about the business. The chain store has the benefit of the skilled, broad-gauged head master that the average individual store has not.

The chain store principle has, of course, a broader expression than is visible on the surface. A great many retail stores in various lines have the retailer's name over the door, but are really owned by a manufacturer or wholesaler who has had to assume control in order to protect an account or to facilitate distribution.

That fact itself shows the tend-

The exceptional ability of

## PHYSICAL CULTURE

as a profit producer is evidently becoming noised abroad. We quote from a letter dated March 6, 1912: "The information has come to us, indirectly, that PHYSICAL CULTURE has proven to be a pretty good medium for mail order advertising. On the strength of this information, we have decided to run a half-page in your April number."

Direct result advertisers please copy.

New York Office: 1 Madison Avenue  
O. J. ELDER, Manager

Chicago Office: People's Gas Building  
W. J. Macdonald, Manager

## Quality Circulation Brings Returns

### A Lady from New York says:

"You ask what part of 'The Housewife' we like best. My daughter said: 'Oh I tell them we like it all,' and that is true, for all of the other papers and magazines we have taken and dropped again, 'The Housewife' keeps a good hold on us. The paper and magazines we are taking now are the Christian Herald, Farm Journal and Cosmopolitan. I would not have 'The Housewife' resemble any other magazine or paper, for then it would not be 'The Housewife.'"—Mrs. Q., Palisades, N. Y.—400,000 other women feel this way about it.

## \$535,000 FOR PUBLIC ROADS

That sum has been put into good roads in and leading into Bristol, Va.-Tenn., in the last year.

It is but one of the many evidences of the progressive spirit and prosperity of Bristol's 18,000 inhabitants. To say nothing of its splendid telephone facilities, good schools and colleges, street and suburban railway systems, water supply, heat, light and power plants, etc.

It is this "go-ahead" spirit that makes this section well worth development by any advertiser.

No other newspaper in the country covers as large a territory so exclusively as do Bristol's three papers cover this territory.

A booklet of facts and figures of the town and the three papers that cover it will be sent upon request.

### THE BRISTOL PUBLISHING CORP.

Bristol, Va.-Tenn.

Foreign Representatives

New York—Payne & Young—Chicago

## NEWSPAPERS TAKE NOTICE

### A FOOL

is going to do something different. 20 years experience behind him in the Advertising Business.

### REPRESENTATION

that means something more for you. Service and creative work that you need. Never was there a more opportune time, if you will but grasp the situation.

### I WANT PAPERS.

A few more to complete my list. You can make an equitable arrangement with me now, to be represented in this field.

### REFERENCES

from the largest Advertising Agencies and Advertisers throughout the country.

**J. LAWRENCE BRADLEE**  
7 Pine Street New York

ency of the times. The truth is that the responsibilities of business are getting too big for the small men in every line. They do not live up to their opportunities as distributors, and the producers behind them, pressing hard for new outlets, are obliged sooner or later to develop more certain, economical and expanding channels to reach the growing public demand.

So the chain store idea is here to stay and grow and probably develop new forms and possibilities.

### MANUFACTURERS ASSUMING MORE RESPONSIBILITY

It is held back in a way because of the scarcity of the trained intelligence to carry on the stores, but it is also developing faster and faster because of this same shortage. That is seemingly a paradox, but the meaning is right here: it is easier for manufacturers with all their resources to develop trained men to manage their stores than it is for the little local merchants to develop themselves. Hence, the manufacturers are more and more assuming the responsibility which conditions have thrust upon them.

In our own business we practically have to "make" our men, by training them in our own retail stores before putting them in positions of responsibility. We try to select men who have had some experience in their own stores or have been at the heads of departments; but they have to be moulded over to our policies.

The way I found my man for our first store in Chicago was through observation. I picked him out in Cleveland. I watched him in a retail store long before the chain store idea had taken definite shape. The first thing I did was to put him in the wholesale end. Then I put him on the road. Then an opportunity came to put him in a department with one of our own customers. After he had gotten experience there and I opened the store in Chicago, I put him in there. Now he in turn watches for other men, and so on. That is the way we recruit our force.

There are certain things that we impress upon our sales people. One of them is that it is more important that the customer should be fitted properly than that we should make the sale. We much prefer to lose the sale than to have the customer go out with shoes that do not fit him.

The only way we can hold our store managers is to deal fairly with them. If we are prosperous, we want our men to share our prosperity. If the men are doing well and the store is making money, we advance them of our own volition.

#### PORTLAND CLUB INSTITUTES INNER STUDY CIRCLE

The Portland, Ore., Ad Club has taken up the educational idea recently started in several of the ad clubs throughout the United States. The "Inner Study Circle" of this club held its first regular semi-monthly on March 4 with an attendance of fifty. The purpose of the Inner Circle was thoroughly explained and a programme for future meetings was planned with the idea of enabling the members to create better advertising, bigger advertisements, more advertisers.

The regular Wednesday luncheon held by the Portland Ad Club on March 6 was San Francisco Lay. After regular business was transacted, the president turned the meeting over to the chairman of the day, Julius Meier, of Meier & Frank Co., who is chairman of a commission to select the site at the Panama Pacific Exposition for the Oregon building. A special train with over 300 Oregonians will leave Portland on March 12 for San Francisco, where they will have the honor to select the first site for a state building at this "Biggest of All Expositions." Governor West was the honor guest of the day. Other speakers were T. B. Wilcox and G. H. Travis, of Eugene.

#### NEW ENGLAND MERCHANTS CONDEMN COUPON SYSTEM

At a meeting of the New England Dry Goods Association, held at Boston, March 12, the following resolution was adopted:

**VOTED:** That the New England Dry Goods Association places itself on record as opposed to the practice of some manufacturers, who to influence the clerks to sell such goods in preference to competing lines, place in their goods a coupon which is redeemed in cash by such manufacturers.

R. R. Reilly has been appointed manager of the publicity and service department of P. F. Collier & Son, Inc., to succeed Stuart Benson, who has recently been made art editor of Collier's.

### The Merchants Journal and Commerce

guarantees a larger paid in advance circulation among **SOUTHERN MERCHANTS** than any other trade journal published or circulated in the Southern States. One hundred dollars will be paid any publisher producing proof to the contrary

**Largest  
Southern  
Circulation**

**Largest  
Southern  
Advertising  
Patronage**

**Official  
Organ of  
Southern  
Merchants**

**The Great  
New  
South's  
Mercantile  
Authority**

Est. 1898. Percent-  
age of renewal sub-  
scriptions for 7  
years 94.1 per cent



**Merchants Journal Publishing Company**  
James E. Harris, Advertising Mgr., Lynchburg, Va.  
Maynard T. Joy Co., Flatiron Building, New York  
Harry B. Boardman, 164 W. Randolph St., Chicago  
Arthur W. Fonda, 273 Washington Street, Boston  
Chas. Porter, Ross Building, Cleveland  
Paul Reese, Empire Building, Atlanta  
Banke Cates, Observer Building, Charlotte, N. C.  
R. H. Thomas, Munsey Building, Baltimore  
D. D. Staples, Mutual Building, Richmond

### A Lady from Texas says:

"It has the best recipes which I always cut out and have made a cook book which I value very highly. Seven years ago I didn't know how to cook but now I am considered a fine cook, thanks to 'The Housewife.' Whenever my husband comes home worried with business cares he asks for a clean, jolly story and I hand him a 'Housewife' and before long he has forgotten his worry and is laughing. We could not do without 'The Housewife.'"  
—Mrs. A., San Antonio, Texas.—400,000 other women feel this way about it.

## When You Throw It —Throw It Right!

When your advertising message is thrown on the screen before the picture show audiences be sure that it is right. Be sure that your lantern slides are sharp, clean cut, artistic, striking, appropriate to your own particular proposition.

Let us show you how effectively your picture "copy" can be gotten out. Let us prepare for you a sample slide and quote you money saving prices.

**NEOSHO SLIDE COMPANY**  
Spring Street Neosho, Mo.

## Printers' Ink

¶ Every copy is an impulse to original thinking.

¶ Pass the word along to your friends.

## PIRACY ON THE HIGH SEAS

THE ROYAL TAILORS.

CHICAGO, March 18, 1912.

Editor of PRINTERS' INK:

It seems to me that Mr. Buzzell owes an explanation and an apology to PRINTERS' INK, to the System Company, and to the undersigned.

The model follow-up letter which Mr. Buzzell reproduced in the last issue of PRINTERS' INK as a masterly climax letter used by a paint house is a most beautiful piece of pilfering—being an almost verbatim "lift" of a famous letter written for The System Company some seven years ago to exploit the Business Man's Library.

The idea for this letter germinated with Mr. Shaw—and the upbraided Sales Manager, whose letters had seemed too flamboyant to the "boss," was none other than "yours truly." Mr. Shaw outlined this letter to me in the month of February, 1905—and my part was simply to put it into words. An order for 10,000 of these letters was placed with the H. M. Van Hoesen Company, February 15, 1905, and the writer has in his scrap book a copy from this first edition, bearing the mailing date of February 22, 1905.

It is unfortunate that Mr. Buzzell should have selected a letter so widely known to advertising men; for this letter is a classic in its way; and has seen seven years' continuous service. The last year I was with the System Company, some half million copies were used. Probably in seven years it has seen a circulation running into the millions.

I am not a fanatic on the subject of "steals" and I have no ethical moral to point. But it seems to me that when a writer swipes a piece of copy, he ought to be content with the sales returns he gets out of it—without holding it up in a high class publication as a specimen of his own salesmanship.

I may be doing Mr. Buzzell an injustice. Perhaps he did not handle the paint campaign he describes—and knew nothing of the origin of this letter.

But this gives him a chance to justify himself. What has he to say about it?

PHILIP W. LENNEN.

The resemblance between the System and Victo Paint letters is more than casual,—the first four paragraphs are identical. In response to a telegraphic inquiry from PRINTERS' INK, Mr. Buzzell wires the source of his information as follows:

"Victo Paint letters from J. H. Ullman, advertising manager M. J. Pendray & Sons, Ltd., Victoria, B. C."

Of course, Mr. Buzzell has been imposed upon and very likely it may turn out that the firm from

which he obtained the model letter was also the victim of misplaced confidence. Advertisers need to be careful from whom they buy copy or ideas. There is altogether too much of this netty pilfering going on in the advertising business. The moral is: don't go to irresponsible people for advertising copy and illustrations.—Ed. PRINTERS' INK.

### “MOUSETRAP PHILOSOPHY”

Editor of PRINTERS' INK:

Perhaps the most widely used quotation for advertising purposes is the one about the man who if he builds a better mousetrap, makes a better this or a better that, the world will make a beaten track to his door though he lives in the woods, or words to that effect.

Then after this quotation is always the name “Emerson.”

Now I haven't done much reading in my time, but when it comes to Emerson, I am somewhat at home. I have read and re-read everything Emerson ever wrote (that is in print) but I've never run across this piece of “mousetrap philosophy” because Emerson never wrote it.

The peculiar, distinctive and unusual trait about Emerson is that whatever he wrote was Truth, and the “mousetrap absurdity” is not.

A man who lives in the woods though he makes a better article than anyone else is making, will have a romantic, slow and sure death by starvation unless he lets the world know in just what part of the woods his shop is located, and what is the quickest and easiest way of getting there.

There's but two ways of making that “beaten track,” and that's by advertising and by continuing to make better mousetraps.

“The hearing ear is always found close to the speaking tongue,” says Emerson in his “English traits.”

Advertising is the “speaking tongue” that arrests the attention of the “hearing ear” of the world.

If there is no advertising, if the tongue of information is silent, the world does not receive the message, and your mousetrap friend, be he ever so skilful, will perish.

The time-worn fallacy that a good article needs no advertising should be taken out in the air, laid over a line and beaten.

To use the words of my advertising-philosopher friend, A. S. Bryan, “The man who does not advertise pays the bills of the man who does.”

Waiting is a poor game—and a long one. Advertising will carry the goods from where they are sold to where they are wanted.

“Mousetraps”—oh perish the thought. Do you hear, Clarence, desist.

PHILIP GOODMAN.

## THE Atlanta Journal

ATLANTA, GA.

February, 1912, Sworn Net  
Circulation:

Daily, 52,999

Gain, - 1,087

Sunday, 61,679

Gain, - 4,666

Publishing the kind of newspaper its readers love and excluding foul advertisements.

The Journal covers Dixie like the Dew.

### A Lady from Virginia says:

“When I came home as a bride I found the first copy of ‘The Housewife’ I ever saw and I hope to always have every copy of it until I no longer need it. It is the cleanest, most interesting and helpful paper to the entire family. But to me the housewife, ‘The Housewife’ is everything. I enjoy the stories, the ‘Mother’s Realm,’ and I can not put it down until I look over the advertisements.” Mrs. S., Naxera, Va.—400,000 other women feel this way about it.

# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by Geo. P. Rowell

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 12 WEST 11ST STREET, NEW YORK CITY. Telephone 5203. Madison. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 1100 Boyce Bldg., GEORGE B. HISCHE, Manager, Tel. Central 4340.

New England Office: 2 Beacon Street, Boston. JULIUS MATTHEWS, Manager. D. S. LAWLOR, Associate Manager.

St. Louis Office: Third National Bank Building. A. D. MCKINNEY, Manager, Tel. Olive 83.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

Philadelphia Office: Lafayette Building, J. ROWE STEWART, Manager.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

Foreign postage, one dollar per year extra. Canadian postage, fifty cents.

JOHN IRVING ROMER, Editor.

New York, March 21, 1912

## Sharpening the Buying Edge

Following on the heels of an editorial in PRINTERS' INK entitled "Dulling the Buying Edge" comes an interesting announcement from the Mahin Advertising Company. This announcement takes the form of a circular letter to customers of the agency advising them that hereafter no advertisements will be accepted from publishers or other advertising concessionaries for insertion in any house organ or other publication which the agency may issue. Two other agencies have been advertising the same thing in PRINTERS' INK, namely, the Richard A. Foley Advertising Agency of Philadelphia and the Nichols-Finn Advertising Company of Chicago. Thus a sentiment which has been prevalent for a long time is now in process of being crystallized and it may hereafter be properly dignified by the term "movement." The essential parts of the Mahin letter follow:

Eight years ago we saw that the methods in vogue in large advertising agencies could be improved for the bene-

fit of our customers and we therefore dropped our entire list of paid solicitors in order that no customer of this house could possibly feel that any of the money he paid us for service was used to cover the cost of soliciting other accounts.

To-day we are taking another step forward and at a meeting of the Board of Directors of the Mahin Advertising Company held at the home office on March 4, 1912, the following resolutions were unanimously adopted:

FIRST: *Resolved*, that no sales be made to any one from whom purchases are made by the Mahin Advertising Company for its customers.

SECOND: *Resolved*, that as our customers buy our purchasing power as well as our counsel on mediums, copy service and sales co-operation, we must have publishers, space owners and supply houses understand clearly that they have nothing to offer us except service for our customers.

THIRD: *Resolved*, that the contracts now in force for future advertising space in the Mahin Messenger be cancelled, and that advertisements neither be solicited nor accepted for future editions of the Mahin Advertising Data Book, the Mahin Messenger, or any other medium from publishers, space owners or any other parties from whom we make purchases for our customers.

We believe this will be of interest to you because it means that we will not accept as a customer anyone from whom we buy for you.

The question was raised at the Boston convention whether it would be "ethical" for a railway purchasing agent to solicit or accept advertisements for his personal house organ from the same people who were trying to sell their goods to the railway. There is something more than "ethics" involved in the question—there is also the point of efficiency. The "buying edge" of the railway purchaser would unquestionably be sharp or dull in proportion as he did or did not keep free from entangling alliances.

Is it necessary to say more?

PRINTERS' INK says:

*Don't bawl him out for "dying on third" when the man at the bat strikes out.*

## The Patent Decision

The decision of the Supreme Court in the mimeograph case, reported elsewhere in this issue of PRINTERS' INK, has stirred up a gale of newspaper comment. The fact that this is a "presidential year," and the additional circum-



stance of the proceedings against certain corporations under the Sherman Act, have combined to give this decision unusual news value, apart from its undeniable importance. In fact, it is but an endorsement by the highest tribunal of the principles laid down by the Circuit Court of Appeals for the Sixth circuit in *Heaton-Peninsular Button Fastener Company vs. Eureka Specialty Company*. A patented button fastening machine was sold with the condition that if it was used with fasteners made by any person other than the vendor and owner of the patent, title to it should revert. The court decided that a person violating the condition could be sued for infringement.

In effect, however, the decision is likely to lead to new legislation, if not to a reversal of the opinion of the Supreme Court itself, since it comes into apparent conflict with the Sherman Act.

But whether the decision stands or is made of no effect by a revision of the patent laws, there is a very interesting aspect of the case to the advertising man. The Supreme Court has held that agreements to sell or lease articles upon condition that they be used only with certain other articles are valid. But the patent law provides that no person shall be adjudged an infringer except it be proved that he had full and complete knowledge of the conditions under which the patented article was obtained.

Chief Justice White, in dissenting, spoke of the possibility that the manufacturer of an engine should sell it only upon condition that all coal be purchased from him. Yet in order to enforce the conditions, the manufacturer would be obliged to give the purchaser a full and complete knowledge of them. If the latter agreed, well and good; but if, on the contrary, he did not wish to subscribe to them, he could purchase some other engine.

The manufacturer of a patented safety razor might conceivably license its use only in connection with a certain brand of soap. But, in order to hold

purchasers as infringers, he must notify them of the conditions. And if the conditions are onerous, there are other razors in the market.

The freedom of the purchaser to buy where he pleases is not impaired by this decision, and as long as he is free to exercise his choice it will prevent the extension of monopoly over any very wide range. The addition of unreasonable conditions would simply impose an extra burden upon the selling end of the business. It would be several times as hard to sell an engine under conditions which regulated the purchase of coal from a certain source, than it would to sell it without those conditions.

In theory the ruling might easily permit serious abuses, but in practice the personal relation of buyer and seller acts as a check upon extending it too far. That phase of the question was not before the court, and indeed would hardly be appreciated at its full value by anyone not directly engaged in merchandising.

#### PRINTERS' INK says:

*It is all right for the boss to murder a good ad if he will bury it where it won't disturb anybody.*

#### Noise and Anti-Noise in

**Advertising** just made by the Hudson Motor Car Company at its factory. In a letter to its agents the company says:

A "noise man" has been created; a man with a keen ear for detecting the least noise foreign to the car. If a part of an unassembled car is noisy his duty is merely to listen to the running mechanism. A foreign noise is then quickly detected and its source discovered, with the result that it is immediately eliminated by remedying the source. The "noise man" does his work locked up in a sound-proof vault with walls a foot thick.

So important, that is to say, has become the minimizing of the noise made by an automobile that it pays to develop an inspector for this one purpose, a "noise man," who is really an anti-noise man.

Noise-making is not the func-



tion of an automobile. It is built for efficient utility.

There are still many advertisers and not a few advertising men who seem to think that noise-making is the function of an advertisement.

And yet noise-making is no more a part of advertising than it is of automobiling. The noisy ad is about as attractive as the noisy automobile. And the dishonest, fraudulent, misleading ad does about as much good to the advertiser and advertising as the jerry-built, fraudulent automobile.

Isn't there room in the advertising profession for a few "noise" or "anti-noise" men with a "keen ear for detecting the least noise foreign" to sound selling principles and who by locking themselves up with an ad in the "sound-proof vault" of their moral consciousness, can detect the source of lost motion and eliminate it?

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PRINTERS' INK says:

*One way to gauge a man's caliber is to tell him how great he is and note what happens.*

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### **A Cure for the Substitution Evil**

A salesman of the National Biscuit Company was lately talking to a grocer in a Southern city who had laid in a stock of soda crackers put up in a 5-cent package and made by a competitor of the National Biscuit Company. The grocer said that the reason he carried the competitive article was because prices on the imitation goods were so much lower that it afforded him an extra profit, and that he thought he could work them off on his customers in place of Uneeda Biscuit.

While they were talking a colored woman came into the store and asked for a package of Uneeda Biscuit. To show the National Biscuit Company's salesman how easy it was to substitute, the proprietor himself waited on the woman, showing her the imitation package and advising her to take it, saying that it was "just as good" as Uneeda Biscuit. The

colored woman hesitated, and then said: "No, sah, dey is wanted for sickness, an' my missus sen' me for Uneeda Biscuit; she is mighty partic'ler, an' she know what she want, so gib me Uneeda Biscuit, boss."

This is only one of many similar instances that are constantly occurring in the effort to substitute other goods when Uneeda Biscuit are asked for.

After all, isn't the best cure for substitution the making of first-class goods, and then the advertising of them to consumers so thoroughly and persistently that, like the colored woman, they are afraid to take any risk in buying something else?

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PRINTERS' INK says:

*The man who is really running the department usually isn't obliged to insist that he is.*

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### **Bald-Headed Barbers**

Charles L. Benjamin, advertising manager of the Cutler - Hammer

Mfg. Company of Milwaukee, has written a letter to Mr. Field of the Chicago *Tribune*, felicitating him upon his decision to spend some real money in real advertising. The last paragraph of Mr. Benjamin's letter is worthy of being enshrined in the columns of PRINTERS' INK:

"What we need in the advertising field to-day are more real believers in advertising among the men who have space to sell. At present there are too many bald-headed barbers boosting hair restorer."

This caused us to look up our own records to discover how many more publishers are advertising to-day than were advertising six years ago. In January and February, 1906, PRINTERS' INK carried 102 pages of display advertising. During the corresponding months of the present year, PRINTERS' INK carried 498 pages of display advertising. A gain of nearly 500 per cent in only six years is somewhat significant. Evidently the bald-headed barbers are dying off or else the safety razor people are running them out of the business.

# **Big Thoughts**

**In few words**

This is the reason why the

## **Boston News Bureau Editorials**

are read by the biggest thinkers in the financial and business world.

Like all analyses published in the Boston News Bureau these editorials are notable for correct premise, sound logic and conciseness.

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The Boston News Bureau is the recognized

## **New England Authority On Financial Matters**

As a medium for financial and corporation advertising its position is unique.

You cannot reach New England's investors without its use.

## THAT CANADIAN CAMPAIGN FOR THE ADVERTISING OF ADVERTISING

NINETY-THREE OUT OF 130 DAILY NEWSPAPERS CO-OPERATE—AID FROM OTHER SOURCES—COPY TO APPEAL TO THE CONSUMER—HOW THE ADS ARE PREPARED

By John M. Imrie,  
Sec'y, Canadian Press Association.

The campaign of the Canadian Press Association for the advertising of advertising commenced, March 11, with the insertion of a series of ten advertisements in ninety-three newspapers throughout Canada.

There are only one hundred and thirty distinct daily newspapers published in Canada (including as one the newspaper that has both morning and evening editions), and to have ninety-three out of this number sign contracts placing twenty thousand lines of space at our disposal for this first united effort to advertise advertising in Canada is, I think, most encouraging. We supplied plates and mats as desired to the co-operating newspapers and arranged the schedule of insertions as a separate campaign for each city. In all but six or seven of these newspapers the ads will have position at top of column and next reading matter. The size of all the advertisements in the series will be uniform, viz., 450 lines. The twenty thousand lines contracted for in each of the ninety-three daily newspapers will cover forty-five 450-line advertisements, and as these will run twice a week, the first campaign will continue for twenty-three weeks. This will make it conclude about September 1; but if it is thought well to commence at once another campaign running through the fall, I have no doubt but that the required extra space will be forthcoming.

The original plan for the preparation of copy has been changed. This work was undertaken by the Toronto Ad Club, composed of two hundred and fifty of Canada's brightest advertising men.

The ten advertisements enclosed herewith, and the ten that will immediately follow them, were prepared by an Advertising Advertising Committee, composed of nine members of this club, subject to suggestion and revision, first, by the Canadian Association of Advertising Agencies, and finally, by the Advertising Advertising Committee of the Canadian Press Association, composed of J. F. MacKay, business manager of the *Toronto Globe*; William Findlay, business manager of the *Ottawa Free Press*, and the writer. For the preparation of the remaining advertisements in the series, this Advertising Advertising Committee has been enlarged to twenty-nine, and in addition the other members of the club are invited to submit, and are submitting, suggestions. This campaign is singular from the point of view of the ad club work, as well as in the other ways that are obvious.

The meetings of the Advertising Advertising Committee of the Toronto Ad Club were most interesting. As already indicated, there were nine members of this committee during the time in which the first twenty advertisements were prepared. The eight members other than myself were the leading copy men of five of our largest advertising agencies, and it was delightful to see the way they would discuss this proposition, decide on subjects for advertisements, each member write advertisements on the same subject, and then at the following meeting tear each other's copy all to pieces, taking out one good point here, and another good point there, and finally evolving advertisements that I think set a new standard of strength in advertising advertising copy.

One of the members of this committee, commenting upon this point to me the other day, said, "If So-and-so (mentioning the name of his employer) tore my copy to pieces the way it has been torn at some of our Advertising Advertising Committee meetings, my resignation would go in at once!" But the members of this committee were quite willing to

forget that they were connected with competing agencies, and remembered these facts only: they were working for the honor of the Toronto Ad Club and for the cause of better advertising. You can readily understand that, having this copy prepared by a large committee instead of one man, the subjects have been handled from various points of view.

Many of the advertisements that will appear in the daily newspapers are suitable for use in weekly newspapers and magazines also. A booklet, containing the

### You Are on the Bench

**YOU**—the Public—are the judge. On your good opinion and your good word depends the success of the advertised article. For no amount of advertising will induce you to buy a second time what you do not like. No advertising will offset the bad effect of a dissatisfied buyer.

That is why advertisers must and do maintain the quality of their goods.

*Advertisers realize that to turn their selling for advertising into profit they must get good value.*

*They are not looking for immediate sales. First sales, in most cases, would not pay for the advertising.*

*To be successful, they must make steady customers. In quality is found, not in the cost, the result of advertising products.*

*That is, to be sure of quality, one usually turns to goods that are advertised. And isn't it only reasonable?*

*No manufacturer can afford to advertise for long on inferior articles. From the moment the advertising begins, the quality must either be kept uniform or improved—to go back means ruin.*

*The day is passing when you ask for a word of policy. You mean the brand.*

*You don't ask for Solid Oak.*

*You name the brand you prefer.*

*The unknown article may be good, but you are not so sure of it as you are of the advertised article, which forces the cost of quality, we will assume, makes it more certain.*

#### TO MANUFACTURERS

*You who make good goods and do not advertise—show your satisfaction in your products.*

*Let the public know that you stand back of your goods to maintain their high quality.*

*Make your trade name the recognized standard in your line.*

*Advises regarding your advertising problems to available through any advertising agency, or the Canadian Press Association, 1000 Bay Street, Toronto, Ontario. Every advertiser so obligated on your part—in writing, if necessary.*

REACHING BOTH CONSUMER AND MANUFACTURER

first ten advertisements, is now in the course of preparation, and will be mailed in a few days to the weekly newspapers and magazines represented in our membership, and they will be offered stereotypes of such advertisements as they wish to use at what is practically cost price to us of them. Later on, as soon as this campaign is in thorough working order, a separate campaign will be launched through the weekly newspapers, for which a series of fifty-two advertisements, dealing with local advertising and

## Organizer

We require the services of a strong, aggressive, mail-order expert, who can organize a mail-order business, for the distribution of general merchandise to farmers, retailers and the general public.

Must have executive ability and be in every way a thoroughly competent man.

If you have a record, and can deliver the goods, communicate at once with

P. O. Box 518  
CINCINNATI  
Ohio

the reading of advertisements in the local newspapers, particularly, will be prepared.

The co-operation has not ceased with the preparation of copy. The Canadian Association of Advertising Agencies is sharing liberally in the cost of getting the copy into plates and mats, and Miller & Richard, the Canadian representatives of the Lanston Monotype Machine Company, have looked after the composition of the advertisements, all of which has been done on the Monotype.

### You Can Thank Advertising

**NEXT** time you step into the corner store, take a look around. Of all the articles on the shelves, how many were on your shopping list five years ago? Make it ten years, and you will find that most of the things you buy to-day—and could not do without—were not even made then.

You own and wear more things than ever before. You are better dressed than ever before. You are more comfortable than ever before. You are more healthy than ever before. You are more satisfied than ever before. You are more prosperous than ever before.

You have more money than ever before. You are more successful than ever before. You are more powerful than ever before. You are more respected than ever before. You are more loved than ever before.

It is advertising that makes it possible for you to have "the best" of everything. It is advertising that makes it possible for you to have "the best" of everything.

Isn't life brighter because we have new and higher standards of living?

Let us thank advertising for it.

Advertising is the most important factor in the success of the Canadian Press. It is the only way in which the advertiser can reach the consumer. It is the only way in which the advertiser can reach the consumer.

There is almost something else they are perfect.

J. J. Hill, the "high living" man, says: "You are J. J.—that is to say, you are the man who is the most successful in the world. You are the man who is the most successful in the world."

Do you regret the money you paid for a Player Piano?

Would you change the new style model?

Isn't a Tuxedo worth a diamond brooch?

Would you now be enjoying them if everything manufacturing had not said you must thank its advertisements?

AIMED AT THE CONSUMER

Most of the ten advertisements and this fact is even more noticeable in the succeeding ones) are directed to the consumer, rather than to the non-advertiser. The decision to thus direct them was reached for this reason: an argument directed to the non-advertiser, showing him why he should advertise, would put him at once on the defensive and make him inclined to argue with the advertisement. He, as a consumer, and more than a consumer, will read the advertisements that are directed to consumers, and read them without arguing with them.

Soon he will reason with himself thus: the daily newspapers of Canada are conducting an immense advertising campaign in an effort to make the public believe that they are protected when buying advertised goods, and that it is economy to do so; in short, the newspapers are creating a decided prejudice in favor of advertised goods. What is to become of me and my products in a year to two if they are not among this preferred class of advertised goods? Thus, the advertisements will achieve their object even more quickly than if they were written direct to the manufacturer.

Then, of course, one of the most important features of this advertising campaign is to create a greater interest among the readers of newspapers in the advertisements contained in them.

The headings of some of the advertisements that will follow the present series of ten are: "Keep Out," "A Hermit for Five Years," "Who Is Your Customer?" "Lowering the Cost," "Let the Buyer Beware," "Count Your Blessings," "Your Best Shopping Guide," "When the People Refuse to Pay." The twenty advertisements will be finished on May 18, and on May 20 we shall commence a series of ten 450-line advertisements showing the fallacy of the practice many advertisers have of cutting down or cutting out altogether their advertising during the hot weather. Our committee spent some hours last week deciding upon subjects for this series of advertisements, and it was really surprising to us how many strong arguments can be given in favor of hot weather advertising. The first thing we know, we will be convinced that advertising is more effective in the hot weather than at any other time!

### TO REPRESENT "LIPPINCOTT'S"

*Lippincott's Magazine* has appointed George A. Fisher to look after its interests exclusively in New York City and State.

The members of the Roswell, N. M., Ad Club are planning to go to the Dallas convention in automobiles.

## TO SHOW AMERICAN PRODUCTS IN CANAL ZONE

Among the many important matters that will come before the annual convention of the Associated Advertising Clubs of America when they meet at Dallas, May 19 to 23, is one which will be presented by J. Hampton Rich, of Winston-Salem, N. C. Mr. Rich will advocate the establishment of show buildings in the Panama Canal zone in which to show products of the United States. Of this plan he says:

"When the Canal is opened large numbers of people from South America will visit Panama. The United States wants the trade of these people and with the establishment of large showrooms and

warehouses they will have a decided advantage over other countries. Among other advantages which will accrue from such a move, will be the fact that American merchants will learn how to trade with the merchants of South American countries. Germany is already learning.

"We should investigate the lines of credit which South Americans want, just as German exporters have done, and study commodities which appeal to our South American neighbors. With such a stock on exhibition we would be in a position to get the business.

"Ships will take a day in crossing the Isthmus. Passengers may cross in a few hours; consequently everyone who goes to Panama will have an opportunity to see the goods shown."

## A Lady from Maine says:

"I think 'The Housewife' for the money, one of the best magazines published—clean, wholesome, interesting, helpful. The stories are first-class and the other departments up to date."—Mrs. S., Strong, Me.—400,000 other women feel this way about it.

## A Lady from Illinois says:

"I think 'The Housewife' was rightly named for it is a great help to housewives and mothers. I am sure I could hardly do without it. I am a young housekeeper and am always glad to find out new ways to help along with my work, and I think 'The Housewife' has the most helpful information for me of any magazine I receive."—Mrs. D., Olney, Ill.—400,000 women feel this way about it.

## Price Maintenance, Profits and Discounts

The politics of dealer and jobber relations are of first importance. Decide on effective and legal resale price plans, readjustment of profits and discounts co-operation policy, remedies for substitution and cutting only by the help of outside experienced investigation and consultation.

We are constantly analyzing problems like these for manufacturers. This experience, with our varied staff ability and broad files of intimate selling information, affords splendid service. Our country-wide correspondents can report quickly on trade conditions and sentiment in any line or from any angle.

Other service: weekly loose-leaf Selling and Advertising Reporting Service \$50 a year; also trade-mark work and data and statistics. Write for interesting literature.

## The Business Bourse

J. George Frederick, Editor and Counsel  
260-261 Broadway (opp. City Hall) New York

**1847 ROGERS BROS.** X S  
TRIPLE

"Silver Plate that Weighs"

The famous trade mark  
1847 ROGERS BROS. guarantees  
the heaviest triple plate.

Catalogue "P"  
shows all designs

**MERIDEN BRITANNIA CO.**  
(International Silver Co., Successors)

**MERIDEN, CONN.**

NEW YORK CHICAGO SAN FRANCISCO



## The Little Schoolmaster's Classroom

Every time the Schoolmaster begins to feel that the day of better things in the advertising world is so far advanced that soon academic discussions will be out of place he runs across advertising that seems to prove just the contrary—that seems to indicate that for many long years there will be need of sermons from the good old texts.

An acquaintance who is a dry-goods merchant has agreed to

ly would have brought no business from any merchant except one who had unusual interest in the goods advertised.

Take the title page here reproduced, as an example. This setting violates almost every rule of advertising typography and common sense. Instead of the mass of almost meaningless copy, set with excessive capitalization and rule-work, it seems that the advertiser would have picked out some concise point about his goods and brought that out boldly as an interest-stimulator. But strange as it may seem, the simple, effective idea is apparently the last thing that the advertiser and his printer learn to do—something that takes years of experience. A title after the style of "Something New in a Made-to-measure System," displayed in a simple, strong letter in the upper half of the title page here referred to, would probably have caught the attention of merchants having any interest whatever in made-to-measure goods.

### ===== 1912 ===== 'TIS LEAP YEAR!

WE PROPOSE  
YOU TAKE UP OUR

#### "MADE-TO-MEASURE SYSTEM"

===== OF =====  
LADIES' DRESSES FOR YOUR  
PIECE-GOODS DEPARTMENT

===== EVERYTHING TO GAIN ===== NOTHING TO LOSE

NEVER ANYTHING LIKE IT  
===== IN THE =====  
HISTORY OF MERCHANDISING.

#### ===== GREATEST ===== WASH GOODS INNOVATION.

A TITLE PAGE THAT LACKS INTEREST

turn over interesting letters, circulars and offers that he receives from manufacturers or their selling agents. Much that this dry-goods merchant has turned over was apparently so lacking in interest-value that he did not even tear off the wrappers or open the envelopes. By far the greater part of a large bundle of supposed "mail salesmen" turned over to the Schoolmaster has been commonplace in the extreme and sure-

\* \* \* \* \*

A commission concern sends the Schoolmaster specimens of its mailing cards and asks for criticism. The object of the cards is to induce shippers to send their stock and other produce to this commission merchant. The cards are all illustrated with those familiar stock designs of brightly colored clowns, fools, children, etc. One shows a child blowing bubbles; another, a clown measuring a pile of dollars; still another a fool pointing his finger at you. Most of the copy is what the Schoolmaster is pleased to call "assertive"—"we give the best service," "we are on the job constantly," "if you ship to us you get the large checks," etc.

Now, what earthly reason can there be for introducing the clown into a solicitation of this class? Instead of the clown measuring the pile of dollars, the concern



ought to put in the figure of a live business man handing out a check to the reader, or something of that nature. And what has the blowing of bubbles by a youngster to do with the selling of calves? Instead of the fool and the mere assertion that "we are on the job constantly" it would be better to show a businesslike salesman approaching the market just at sunrise and then say, "We are right on the job at six o'clock"—or whatever other hour would be in keeping with the truth.

It would be idle to deny that novel and so-called cute illustrative ideas have brought profitable attention to advertisers. But it is well to remember that the advertisers who are in the best position to adopt copy of this sort are those whose products do not lend themselves readily to the more serious or informing style of advertising. One who has a pointed, interesting business story to tell errs when he goes into the vaudeville style to get the prospective customer's attention. If a commission concern has to introduce clowns and fools, something is wrong. It ought to be able to bring out definite points of service. If it has nothing distinctive in its service—does not try to do anything better than other commission merchants do such work—then it seems well to wait a while on the advertising campaign until something distinctive in the service can be worked up. The general state of efficiency is not yet so high as to make it very difficult for a business to make its policy, its product or its service distinctive.

\* \* \* \* \*

The American Sales Book Company advertising is very striking. Here, again, the hand is introduced with good effect. We are strongly tempted to look at the things that are handed out invitingly to us. This entire piece of copy shows the master hand. But what about the plan? Will it pay a concern that sells a record system that can be used by only such persons as retailers to advertise a free book that most every one will want? This was the question the Schoolmaster asked himself when the first of these striking adver-

## Artist Wanted

The advertising department of a large automobile company wants an artist for a permanent position. Must be an expert retoucher; able to supervise photographing, and retouching bought outside. Must also have good ideas about display of newspaper and magazine layout, design of booklets, etc.

Address "G. E. S.," Printers' Ink, giving experience, references, and salary expected.



As the number of "I am" advertisers seems now to be beyond twenty, the Schoolmaster ventures to suggest that a change to the pronoun of the second person would afford a desirable change. Let the housekeeper face the kitchen cabinet and address it thus: "You are the kitchen cabinet. You may not believe in suffrage for woman, but you are woman's friend." And so on. Then it might be possible, too, to get away from the monologue and introduce the dialogue. Variety lends spice.

\* \* \* \* \*

Did you ever try to write an interesting advertisement about so little a thing as an eyelet for a shoe? Certainly it is interesting to see how effective an advertisement can be prepared about a product that most of us pay very little attention to. The double form of illustration here, showing



**Diamond Fast Color Eyelets**  
**Can't Wear Brassy**

They have solid color tops that will withstand shoe wear. They will not roughen and cut the laces—not even white silk laces. They improve shoe appearance—prolong shoe usefulness. While you are shoe shopping look for the little diamond—our trademark. You will discover it, slightly raised, on each genuine Fast Color Eyelet. If it is not there ask to see another pair of shoes. The best shoes are almost invariably fitted with them. Diamond Fast Color Eyelets preserve their bright appearance and are a guarantee of shoe satisfaction. Have fast genuine Diamond—our Fast—our Color—our Eyelets have the tiny diamond. Ask your dealer about them.

UNITED FAST COLOR EYELET CO.  
BOSTON, MASS.

AN INTERESTING AD ABOUT A LITTLE THING

the eyelet in an enlarged size and linking it up with the shoe; the good judgment used in having just one principal display that stands out strongly; and the plain, readable text, make this advertisement a practically perfect one in the eyes of the Schoolmaster.

## Lincoln Freie Presse

LINCOLN, NEB.

Actual Average Circulation **128,384**

Our biggest circulation is in the States of Iowa, Wisconsin, Minnesota, Nebraska, Illinois, etc., in the order named. All subscriptions paid in advance. Flat rate, 35c.

C. L. Zimmerman, recently with the Milwaukee branch of The Osgood Company, has become connected with the sales department of The Hall-Taylor Company, advertising agents, Milwaukee.

## Sun Advertising Grows Steadily!

During February, 1912, the steady progress of The Pittsburgh Sun is indicated by the Splendid gain of

**4955 Inches**

In Paid Advertising over the corresponding month of 1911.

January Gain, 4957 Inches

February Gain, 4955 Inches

**Two Months' Gain, 9912 Inches**

*Let Your Business Grow in the Newspaper That Grows!*

*The Sun Grows Greater Day by Day.*

## EVERY DAY INTO OVER 6,000 HOMES

In Janesville, Wisconsin, are 3,100 homes; The Gazette is read in 2,700 of them.

In Evansville, Edgerton, Milton, Milton Junction, Orfordville, Clinton, Hanover, Brodhead and on the 20 odd rural routes, within a radius of 20 miles of Janesville, the Gazette goes into over 3,800 homes. The Gazette and its readers are in very close relationship. The columns of the paper are kept clean. Put our assertions to any sort of test, then let us co-operate with you in the million dollar a year tobacco and beet sugar belt.

## JANESVILLE DAILY GAZETTE

Janesville, Wisconsin.

M. C. WATSON, 34 W. 3rd St., New York.

A. W. ALLEN, 1502 Tribune Bldg., Chicago.

## A Lady from West Virginia says:

"I took 'The Housewife' long before I was married, and after I was married my husband and I were making out our list of magazines and I told him I could never do without 'The Housewife.' I like all parts of it so well I hardly know which I like the best. 'The Housewife' helps and the cooking departments are most interesting to me."

—Mrs. A., Huntington, W. Va.—400,000 other women feel this way about it.

## Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion. Count six words to line. No order for one time insertion accepted for less than one dollar. No advertisement can exceed 28 lines. Cash must accompany order.

### ADDRESSING MACHINES

**THE WALLACE STENCIL ADDRESSING MACHINE** is used by the largest publishers throughout the country and is the only one cleansing the stencil immediately after the imprint is made. We also call attention to our new flat platen typewriter. We manufacture stencils to fit all makes of stencil addressing machines. Addressing done at low rates. Write for prices and circulars before ordering elsewhere. **WALLACE & CO., 29 Murray St., New York City.**

### ADVERTISING AGENTS

**FORCEFUL PUBLICITY** or **ADVERTISING WRITTEN** and placed cheap by resourceful, intelligent newspaper man. Address Room 710, 215 West 23d. Ask us to call.

**CLASSIFIED ADS**—All newspapers and magazines—insertion proven—right rates—quick, accurate service. Mail-order literature prepared. Send for lists or estimates. **KLINE ADVERTISING AGENCY, Cleveland, Ohio.**

**ALBERT FRANK & CO., 26 Beaver St., N. Y.** General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

### In Cuba and the West Indies THE Beers Advertising Agency

is the one to consult

**THEY ARE ON THE SPOT**  
YOU know what that means!

**37 Cuba Street, Alhuc (Upstairs) Havana, Cuba**  
**CHAS. H. FULLER Co., Chicago, Ill., Corr.**

### ADVERTISING BOOKS

**FIFTY Short Lessons**, entitled, "Theory and Practice of Advertising," third and revised edition, \$1.00 prepaid "Wagnerseller's Advertising Lessons," 50 subjects more exhaustive, \$2.00 prepaid. Both books ordered same time, \$2.50 prepaid. Special discounts on 100 to 1,000 for clubbing and premium purposes. Free folder **GEORGE W. WAGNELLSER, 10 Sugar St., Middleburg, Pa.**

### ADVERTISING NOVELTIES

**ARTICLES** of personal usefulness that tell your ad message in an unforgettable way to men, women and children. State nature of business **FREE SAMPLES. BASTIAN BROS CO., Rochester, N. Y.**

### ADVERTISING MEDIA



Age, Prestige and Circulation are worth paying for in an advertising medium. You get all three when you advertise in **THE BLACK DIAMOND**, for twenty-five years the coal trade's leading journal. 29 Broadway, New York; Manhattan Building, Chicago.

**THE TEXTILE MANUFACTURER**, Charlotte, N. C., covers the South thoroughly, and reaches the buyers of machinery and supplies.

**THE** circulation of the **New York World**, morning edition, exceeds that of any other morning newspaper in America by more than 180,000 copies per day.

### BUSINESS OPPORTUNITIES

**ADVERTISING "ruts"** are publicity's graves—I dig none. **FRANCIS I. MAULE, 40 Sanson Street, Philadelphia, Pa.**

**WILL EXCHANGE \$2,500 EQUITY** in New York City real estate for equivalent interest in live daily newspaper. Address **I. F. KENNEDY, 17 Madison Avenue, New York.**

**Copy Revising and Proof-Reading** Expert service that yields forceful, inviting business literature, free from faulty language and printer's mistakes. Well prepared copy saves its cost in "alterations" alone. Write me concerning anything you intend to print—catalog, booklet, pamphlet, or form letter. **ROBERT H. KELLEY, Paterson, N. J.**

### TO LEASE SET OF PLATES

of the Works of the Famous Old Masters in Art, forming one of the Finest Art Books in the World; would undoubtedly be a splendid proposition for an enduring seller as a Subscription Book. Arrangements for publishing would only be made with thoroughly responsible people. Parties furnishing their own name, and writing in absolute good faith, can address, **"MASTERPIECES," Box 52, care of Printers' Ink.**

COIN CARDS

**WINTHROP COIN CARDS.** Made of coated stock, patented apertures for any coin or coins. Money inclosed in our cards not noticeable to the touch. People remit by coin card who would not bother with money orders, checks, or stamps. Neatest and safest coin card made. Write for price-list and samples. THE WINTHROP PRESS, Coin Card Department, 60 Murray St., New York, N. Y.

HELP WANTED

**WANTED**—Experienced advertising copy writer, who has had previous general advertising agency experience. State experience and particulars. Correspondence confidential. Wm Krasselt, Cramer-Krasselt Co., Milwaukee, Wis.

High-Class Salesman

Man competent to close big deals with big merchants; able to win important orders which regular salesmen fail to get; must have fine personality, exceptional selling ability and willing to travel wherever sent; State experience, salary, where previously connected; extraordinary opportunity for right man; do not answer unless you are a proven top-notch. Box 61A, care of Printers' Ink.

**SOMEWHERE IS A YOUNG MAN** with a certain experience which will qualify him for a position we have open. That position is in charge of a Service Dept., rendering special advertising, system and suggestion service to users of our products. The Dept. is new—in fact, it starts with the man. He can make a big job for himself. It is up to him. That is why he must have experience, and with it originality, initiative and a vast capacity for study and enthusiastic work. If you have reason to believe that you could take hold of such a Dept. and make good with it, and have proof to back up that belief, write us giving full particulars, with previous record, samples of work, photo., and salary expected. This is not a job for beginners. The man who gets it will have to cash in on his knowledge. Address (and it will be in confidence) **ADVERTISING MANAGER, P. O. Box 177, Cleveland, Ohio.**

Splendid Business Opening in  
Successful Correspondence School

**ADVERTISING MAN WANTED** to take charge of old established correspondence school, for ten years the recognized leader of its class, and that has made a fortune for its founder, who wishes to turn over the active management to an energetic young advertising man able to invest a few thousand dollars. \$25,000 to \$50,000 yearly profit can be made by the school in normal times. Address X-3, care Printers' Ink.

HOTELS

**THE LITTLE HOTEL WILMOT** in Penn Square, Philadelphia, is only a step from the Pennsylvania Ry. It has a number of good rooms at \$1 a day. You'll like it. **RYERSON W. JENNINGS.**

MAILING LISTS

**Pacific Coast, Addressing, Multigraphing, Printing, Mailing, Guar. Service, Largest skilled organization on Coast. Write Tabulated List Classifications. Rodgers Letter-Writing & Addressing Bureau, 35 Montgomery St., San Francisco, Cal.**

MISCELLANEOUS

**MANUFACTURERS** looking for high grade advertising men and advertising men in search of better positions, will find in the classified department of **PRINTERS' INK** a certain means of getting in touch with "live" prospects. Advertisements in this department cost 20c per line, figuring 6 words to a line and 14 lines to the inch. No smaller copy than five lines, costing \$1.00, accepted for a one-time insertion. **PRINTERS' INK PUBLISHING CO., 12 W. 31st St., New York City.**

POSITIONS WANTED

**CAPABLE** man desires to take charge of advertising department of trade paper on percentage basis; years of good experience; fine developer; first-class references. Address "M 6," care of Printers' Ink.

**THE** advertiser, with years of experience will contract to take entire charge of city delivery to subscribers, make collections, etc. Thus relieving publisher of all these details. Bank reference. Address, "L-4," care Printers' Ink.

**ADVERTISING MAN** who can build up the business of a clean publication. Have record of five years' successful work for high-class national magazine with which I am now connected. Salary or commission basis. "S. C.," care of Printers' Ink.

**SITUATION WANTED.** Assistant Advertising Manager by experienced young man who has made good. Writes forceful copy; good on layouts. Thorough knowledge of printing, engraving, paper, etc. Age 24. Married. Salary \$25. Write "H. E. W.," care Printer's Ink.

**WANTED**—Position in Newspaper, Magazine, or Publishers' office. Experienced proof-reader, rapid and bright Writer on all subjects. English college education, widely read, travelled, energetic, complete knowledge of business. **J. LINDON, 5125 Cornell Ave., Chicago.**

Want to represent Publisher on  
commission basis in Chicago.

"C. M.," care of Printers' Ink.

**ADVERTISING STUDENT**, young man, 23, desires position as assistant to advertising manager. Seven years' of broad business experience; graduate of complete advertising course, at present with Y. M. C. A. 23d Street Branch. Conscientious and ambitious worker; reference. Address "A 1," care Printers' Ink.

YOUNG ADVERTISING MAN

of four years' experience with large wholesaler and manufacturer; well trained in all forms of catalog work, and a convincing copy writer with broad merchandising knowledge, seeks position with wholesale or manufacturing concern. Address **BOX 9, care Printers' Ink.**

## New York Office

**SUCCESSFUL** writer and editor will act as New York manager to reputable concern contemplating opening office in metropolis. Will provide properly equipped office in heart of city, with stenographer, and give part services for \$150 month. Highest references. K. M. MACFARLAN, 843 West End Avenue, New York.

**ADVERTISING** and **SALES MANAGER**, ten years' successful experience with big manufacturing concerns in machinery and mechanical products, now open to proposition. Now employed. Formulator of successful sales plans and forceful writer of business-bringing literature. Has initiative, energy, and keen business judgment. A result producer in a big way. Address, "MACHINERY," care Printers' Ink.

**EXPERIENCED** advertising solicitor; age 30; married; employed at present. Wishes position for work in New York City or to travel from here. Salary or commission. Is also thoroughly familiar with all inside work in a publication advertising department, including "make-up," printing, correspondence, etc., and would be interested in hearing of such an opening. Address, Box 796, care of Printers' Ink.

## Capable Copy and Layout Man

married; 30; thinker and digger; won two \$250 prizes for difficult economic essays; all-around writing experience; high-class layouts, follow-ups, catalogs, booklets; knows printing and engraving methods. I. C. S. trained. A-1 office man. Excellent references. Specimens sent. Moderate salary. Address "COMPETENT," care of Printers' Ink.

## MR. MANAGER

Are you looking for advertising enthusiasm plus energy?

If so, give me my start in advertising.

My confidence in my ability to make good, I consider my strongest asset.

Add mine to the energy already back of your business machine.

A 15-year record that spells "hustle" 31 years. Married. New York references. Studying advertising—Scranton Schools.

Will you grant an interview?

Box 46, care of Printers' Ink.

## PRESS CLIPPINGS

**MANHATTAN** Press Clipping Bureau, Arthur Cassot, Prop., supplies the best service of clippings from all papers, on any trade and industry. Write for terms, 334 Fifth Ave., New York City.

## PUBLISHING BUSINESS OPPORTUNITIES

**SEE HARRIS-DIBBLE CO.** for PUBLISHING BUSINESS OPPORTUNITIES. Phone 4383 Gramercy, 46 W. 24th St., New York.

## RATES WANTED

## Sample Copies

and advertising rates of trade journals read by manufacturers wanted. IOLA BOOSTER CLUB, Iola, Kansas.

# Printers' Ink

Every Copy  
is an  
impulse  
to  
original thinking

Pass the word along  
to your friends

# ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company who will pay \$100 to the first person who successfully controverts its accuracy.

## ALABAMA

Birmingham, *Ledger*, dy. Average for 1911, 26,377. Best advertising medium in Alabama. Montgomery, *Advertiser*, net av. year 1911, Dy 17,569; Sun., 22,338. Guarantees daily 3 times, and Sun. 4 times the net paid circulation of any other Montgomery newspaper.

## CALIFORNIA

San Francisco *Examiner*. Net paid circulation for 12 months ending Dec. 31, 1911: Average, Daily and Sunday, net paid circulation 104,123; distribution, 109,792. Average, Daily only, net paid, 97,827; average distribution, 99,394. Average, Sunday only, net paid, 179,817; average distribution, 181,816. The absolute correctness of these figures is guaranteed by Printers' Ink Publishing Co., who will pay \$100 to the first person who will successfully controvert the accuracy of these figures. The *Examiner* is the ONLY newspaper in San Francisco with the Printers' Ink Guarantee Star. The circulation of the *Examiner* is greater than that of other morning papers of San Francisco COMBINED; is by far the greatest on the Pacific Coast, and is largest of any morning or evening newspaper in America selling for more than one cent.

## COLORADO

Denver, *Times*. Second in circulation in the city. Daily average, July 1st, 1910-June 30, 1911, 26,822.

## CONNECTICUT

Meriden, *Journal*, evening. Actual average for 1910, 7,803; 1911, 7,892. Meriden, *Morning Record & Republican*. Daily aver. 1909, 7,739; 1910, 7,873; 1911, 8,085. New Haven, *Union*. Largest paid circ. Av. year 1911, 17,993 daily. Paper non-returnable. Norwalk, *Evening Hour*. Average circulation 1911, 2,645. Carries half page of wants. Waterbury, *Republican*. Examined by A. A. regularly. 1911, Daily, 7,515; Sunday, 7,869.

## DISTRICT OF COLUMBIA

Washington, *Evening Star*, daily and Sunday. Daily average 1911, 87,797 (☉☉) Carrier delivery.

## FLORIDA

Jacksonville, *Metropolis*, Dy, '11, 15,083; Dec., '11, 13,257. E. Katz Sp. A. A., N. Y. and Chicago.

## ILLINOIS

Chicago *Examiner*, average 1910, Sunday 624,607, Daily 210,657, net paid. The Daily *Examiner's* wonderful growth in circulation and advertising forced all the three other Chicago morning papers to cut their price to one cent. Circulation books open to all. The Sunday *Examiner* SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers FRINT. The absolute correctness of the latest circulation rating accorded the Chicago *Examiner* is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Champaign, *News*. Leading paper in field. (Champaign-Urbana.) Average year 1911, 5,327. Joliet, *Herald*, evening and Sunday morning. Aver. year ending Dec. 31, 1911, 9,114. Peoria, *Evening Star*. Circulation for 1911, 21,140.

## INDIANA

South Bend, *Tribune*. Sworn average 1911, 12,906. Best in Northern Indiana.

## IOWA

Burlington, *Hawk-Eye*. Average 1911, daily, 9,426; Sunday, 10,351. "All paid in advance." Des Moines, *Register & Leader* (av. '11), 35,363. *Evening Tribune*, 20,516 (same ownership). Combined circulation 56,579—35% larger than any other Iowa paper. Supreme in want ad held. Dubuque, *Times-Journal*, morn. and eve. Pd. in advance July 20, 1910; dy. 9,923; Sun. 11,426. Washington, *Even. Journal*. Only daily in county. 1,986 subscribers. All good people. Waterloo, *Evening Courier*, 53rd year; Av. dy. year 1911, 8,139. Waterloo pop., 27,000.

## KENTUCKY

Lexington, *Herald*. Sworn average 1911, 7,695. "When you advertise in Lexington Herald, you cover Central Kentucky." Louisville, *Courier-Journal*. Average 1911, daily and Sunday, 23,911. Louisville, *The Times*, evening daily, average for 1911 net paid 47,956.



## MAINE

**Augusta, Kennebec Journal**, daily average 1911, 9,872. Largest and best circ. in Cent. Me. **Bangor, Commercial**. Average for 1911, daily 10,444.

**Portland, Evening Express**. Average for 1911, daily 17,626. **Sunday Telegram**, 12,018.

## MARYLAND

**Baltimore, News**, daily. News Publishing Company. Average 1911, 79,026. For Feb., 1912, 79,048.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.



## MASSACHUSETTS

**Boston, Evening Transcript** (C.C.). Boston's tea table paper. Largest amount of week day ad.



**Boston, Globe**. Average circulation.

Daily (2 cents a copy)

1911, 184,614—Dec. av., 187,178.

Sunday

1911, 323,147—Dec. av., 326,476.

Advertising Totals: 1911, 8,376,061 lines

Gain, 1911, 447,983 lines

2,227,821 lines more than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1911, to December 31, 1911.



**Boston, Daily Post**. Greatest Feb. of the Boston Post. Circulation averages: *Daily Post*, 372,661, gain of 43,812 copies per day over Feb., 1911. *Sunday Post*, 321,903, gain of 21,905 copies per Sunday over Feb., 1911.

**Lawrence, Telegram**, evening, 1911 av. 8,406. Best paper and largest circulation in its field.

**Lynn, Evening Item**. Daily sworn av. 1909, 18,539; 1910, 16,562; 1911, 16,987. Two cents. Lynn's family paper. Covers held thoroughly.

**Salem, Evening News**. Actual daily average for 1911, 18,871.

**Worcester, Gazette**, evening. Av. Jan. to Dec., '11, 19,051. The "Home" paper. Larg'st ev'g circ.

## MICHIGAN

**Detroit, Michigan Farmer**. Michigan's only farm weekly. Guaranteed circulation 80,000.

**Jackson, Patriot**, Aver. year, 1911, daily 10,869; Sunday, 11,213. Greatest circulation.

## MINNESOTA

**Minneapolis, Farmers' Tribune**, twice-a-week. W. J. Murphy, publisher. Aver. for year ending December 31, 1911, 21,387.

**Minneapolis, Farm, Stock and Home**, semi-monthly. Actual average for year ending Dec. 31, 1911, 103,728.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.



## MINNEAPOLIS, JOURNAL, Daily

and Sunday (C.C.). In 1911 average daily circulation evening only, 78,119. In 1911 average Sunday circulation, 82,202. Daily average circulation for February, 1912, evening only, 79,340. Average Sunday circulation for Feb., 1912, 83,250. (Jan. 1, 1908, subscription rates were raised from \$4.60 to \$6.00 per year cash in advance. The Journal's circulation is absolutely guaranteed by the Printers' Ink Publishing Company.)



**CIRCULATION Minneapolis, Tribune**, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average circulation of daily *Tribune* for year ended Dec. 31, 1911, 98,886. Average circulation of Sunday *Tribune* for same period, 117,904. Average net paid circulation for 1911, daily *Tribune*, 92,098; Sunday *Tribune*, 109,312.



by Printers' Ink Publishing Company

## MISSOURI

**St. Louis, National Farmer and Stock Grower**, Mo. Actual average for 1911, 133,829.

## NEW JERSEY

**Camden, Daily Courier**, covers Southern New Jersey. 9,868 average for 1911.

**Camden, Post-Telegram**, 10,415 daily average 1911. Camden's oldest daily.

**Newark, Evening News**. Largest circulation of any newspaper in New Jersey.

**Trenton, Evening Times**. 1c—'07, 20,370; '08, 21,326; '09, 19,062; '10, 19,238; '11, 20,118.

## NEW YORK

**Albany, Evening Journal**. Daily average for 1911, 18,381. It's the leading paper.



The Brooklyn Standard Union. Printers' Ink says, "now has the largest circulation in Brooklyn". Daily average for 1911, 61,119.

**Buffalo, Courier**, morn. Ave., 1911, Sunday, 97,764; daily, 80,268; *Enquirer*, evening, 53,891.

**Buffalo, Evening News**. Daily average 1911, 94,794.

**Gloversville and Johnstown, N. Y. The Morning Herald**. Daily average for 1911, 6,337.

## NEW YORK CITY

**The Globe**. Largest high-class evening circulation. Counts only cash sales. Net cash daily average, Sept. 1, 1911, to Jan. 1, 1912, 130,670. A. A. A. and N. W. Ayer & Son certificates.

**New York, The World**. Actual av. 1910, Morning, 362,108. Evening, 411,320. Sunday, 487,444.

**Schenectady, Gazette**, daily. A. N. Liech. Actual Average for 1911, 20,817. Benjamin & Kentnor, 225 Fifth Ave., New York; Boyce Building, Chicago.

**Troy, Record**. Av. circulation 1911, (A. M., 8,322; P. M., 18,758) 25,087. Only paper in city which has permitted A. A. A. examination, and made public thereof.

**Utica, National Electrical Contractor**, no Average for 1911, 2,656.



OHIO

Cuyahoga, *Evening Telegraph*. Daily average for 1910 1,733. *Journal*, weekly, 978.

Cleveland, *Main Dealer*. Est. 1841. Actual average for 1911: Daily, 96,129; Sunday, 126,191. For Feb., 1912, 96,823 daily; Sunday, 130,456.

Youngstown, *Vindicator*. D'y av., '11, 16,422; LaCoste & Maxwell, N. Y. & Chicago.

OKLAHOMA

Oklahoma City, *Oklahoman*. Ave. Feb., 1912, daily, 42,412; Sunday, 49,088.

PENNSYLVANIA

Erie, *Times*, daily. 21,385 average, Feb., 1912. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N.Y.

Johnstown, *Tribune*. Average for Nov., 1911, 14,966. The recognized "home" paper of Johnstown. Largest circulation of any paper published in the city.

Philadelphia, *The Press* (C) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for Jan., 1912, 66,663; the Sunday *Press*, 174,372.

Washington, *Reporter and Observer*, circulation average 1911, 12,523.

West Chester, *Local News*, daily, W. H. Hodgson. Aver. for 1911, 16,849. In its 40th year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Wilkes-Barre, *Times-Leader*, evening, 18,401 net, sworn. A. A. A. examination.

York, *Dispatch and Daily*. Average for 1911, 18,637. (A. A. A. certificate.)

RHODE ISLAND

Pawtucket, *Evening Times*. Average circulation for 1911, 20,297—sworn.

Providence, *Daily Journal*. Average for 1911, 23,087 (C). Sunday, 32,663 (C). *Evening Bulletin*, 50,456 average 1911.

Westerly, *Daily Sun*, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1911, 6,445.

SOUTH CAROLINA

Charleston, *Evening Post*. Evening. Actual daily av. Au. to Aug., 7,763. 9 mos. '11, 8,246.

VERMONT

Barre, *Times*, daily. Only paper in city. Av. 1911, 6,764. Examined by A. A. A.

VIRGINIA

Danville, *The Bee* (eve.) Aver. Feb., 1912, 8,164. *The Register* (morn.), av. Feb. '12, 8,138.

WASHINGTON

Tacoma, *Ledger*. Average year 1911, daily, 19,001. Sunday, 27,298.

Tacoma, *News*. Average for year 1911, 19,310.

WISCONSIN

Fond Du Lac, *Daily Commonwealth*. Average year 1911, 3,971. Established over 40 years ago.

Janesville, *Gazette*. Daily average, February, 1912, daily 6,014; semi-weekly, 1,711.

Madison, *State Journal*, daily. Actual average circulation for year 1911, 7,917.

Milwaukee, *The Evening Wisconsin*, daily. Average daily circulation for year 1911, 44,766, an increase of over 3,000 daily average over 1910. The *Evening Wisconsin's* circulation is a home circulation that counts, and without question enters more actual homes than any other Milwaukee paper. Every leading local business house uses "full copy." Every leading foreign advertiser uses Milwaukee's popular home paper. Minimum rate 5 cents per line. Chas H Eddy, Foreign Rep., 304 Metropolitan Bldg., New York. Eddy & Virtue, 1054 Peoples' Gas Bldg., Chicago.

Milwaukee, *The Milwaukee Journal* (eve.) Daily Av. circ. for 12 mos. 1911, 65,446. City circulation larger than the total circulation of any other Milwaukee daily. The *Journal* leads all Milwaukee papers in amount of advertising carried. Advertising rate 7c. per line flat. C. D. Bertolet, Mgr. Foreign, Boyce Bldg., Chicago; J. F. Antisdal, 366 Fifth Ave., N. Y. City.

Racine, (Wis.) *Journal-News*. *Journal* purchased *News* Jan. 8, 1912. December circulation, *Journal*, 5,726. Combined issue now 7,666. Unqualified largest, proven, sworn and detailed list in city and county.

MANITOBA, CAN.

Winnipeg, *Free Press*, daily and weekly. Average for 1911, daily, 84,419; daily Jan., 1912, 86,678; weekly 1911, 27,640; Jan., 1912, 31,402.

Winnipeg, *Der Nordwestern*. Canada's National German weekly. Av. 1911, 22,925. Rates 56c. in.

ONTARIO, CAN.

Fort William, farthest West city in Ontario. *Times Journal*, daily average, 1911, 3,638.

QUEBEC, CAN.

Montreal, *La Presse*. Daily average for year 1911, 104,197. Largest in Canada

Montreal, *La Patrie*. Ave. year 1911, 46,982 daily; 86,897 weekly. Highest quality circulation.

# The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears.

## CONNECTICUT

**NEW HAVEN Register.** Leading want ad medium of State. Rate 1c. a word.

## DISTRICT OF COLUMBIA

**THE Evening and Sunday Star,** Washington, D. C. (20), carries double the number of Paid Want Ads of any other paper. 1c. a word.

## ILLINOIS

"NEARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the *Post-office Review*, and that's why the *Daily News* is Chicago's "want ad" directory.

**THE Chicago Examiner** with its 624,607 Sunday circulation and 210,657 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

## INDIANA

**THE Indianapolis Star,** Indianapolis, Ind., is the leading "WantAd" Medium of the State. Rate 1 cent per word. Sunday circulation over 3 times that of any other Sunday paper published in the State.

## MAINE

**THE Evening Express and Sunday Telegram** carry more Want Ads than all other Portland papers combined.

## MARYLAND

**THE Baltimore News** carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

## MASSACHUSETTS

**THE Boston Evening Transcript** is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns.

**THE Boston Globe,** daily and Sunday, for the year 1911 printed a total of 496,600 paid want ads; a gain of 18,723 over 1910, and 340,886 more than were printed by any other Boston newspaper.

**THE Boston Globe,** daily and Sunday, for the year 1911 printed a total of 496,600 paid want ads; a gain of 18,723 over 1910, and 340,886 more than were printed by any other Boston newspaper.

## MINNESOTA

**THE Minneapolis Tribune** is the recognized Want Ad Medium of Minneapolis.

**CIRCULATIN' THE Minneapolis Tribune** is the Leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper, either Minneapolis or St. Paul. Classified wants printed in Dec., '11, amounted to 183,557 lines. The number of individual advertisements published was 26,573. Rates: 1 cent a word, cash with the order;—or 10 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.



by Printers' Ink Pub. Co.



**THE Minneapolis Journal,** daily and Sunday. The Northwest's Greatest Want Ad Medium. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Eight cents per agate line if charged. Cash order one cent a word, minimum, 20 cents.



## MISSOURI

**THE Joplin Globe** carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

## NEW YORK

**THE Albany Evening Journal,** Eastern N.Y.'s best paper for Wants and Classified Ads.

**THE Buffalo Evening News** is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

## OHIO

**THE Youngstown Vindicator**—Leading Want Medium. 1c. per word. Largest circulation.

## PENNSYLVANIA

**THE Chester, Pa., Times** carries from two to five times more Classified Ads than any other paper. Greatest circulation.

## UTAH

**THE Salt Lake Tribune**—Get results—Want Ad Medium for Utah, Idaho and Nevada.

# (OO) Gold Mark Papers (OO)

"Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation."

## ALABAMA

The Mobile Register (OO). Established 1821. Richest section in the prosperous South.

## DISTRICT OF COLUMBIA

The Evening and Sunday Star. Daily average, '11, 57,613. (OO.) Delivered to nearly every home.

## ILLINOIS

Bakers' Helper (OO). Chicago. Only "Gold Mark" journal for bakers. Oldest, best known. The Inland Printer, Chicago (OO). Actual average circulation for 1910-11, 17,104.

## KENTUCKY

Louisville Courier-Journal (OO). Best paper in city; read by best people.

## MASSACHUSETTS

Boston, American Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (OO).

Boston Evening Transcript (OO), established 1880. The only gold mark daily in Boston. Worcester L'Opinion Publique (OO). Only French paper among 75,000 French population.

## MINNESOTA

The Minneapolis Journal (OO). Only Gold Mark Paper in Minneapolis. Carries more advertising than any paper in the Northwest.

## NEW YORK

Brooklyn Eagle (OO) is THE advertising medium of Brooklyn.

Century Magazine (OO). There are a few people in every community who know more than all the others. These people read the Century Magazine.

Dry Goods Economist (OO), the recognized authority of the Dry Goods and Department Store trade.

Electric Railway Journal (OO). Covers thoroughly the electric railway interests of the world. MCGRAW PUBLISHING CO.

Electrical World (OO) established 1874. The leading electrical journal of the world. Average circulation over 18,800 weekly. MCGRAW PUBLISHING CO.

**Engineering News (OO). Established 1874. The leading civil engineering paper in the world. Av. circulation over 19,000 weekly.**

Engineering Record (OO). The most progressive civil engineering journal in the world. Circulation quadrupled in 9 years, now 18,000 and over weekly. MCGRAW PUBLISHING CO.

Hardware Dealers' Magazine (OO). The Open Door to the Hardware Dealers of the World. Specimen copy upon request. Subscription Agents Wanted. 233 Broadway, New York City.

New York Herald (OO). Whoever mentions America's leading newspapers mentions the New York Herald first.

The Evening Post (OO). Established 1801. The only Gold Mark evening paper in New York. The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post. —Printers' Ink.

Scientific American (OO) has the largest circulation of any technical paper in the world.

The New York Times (OO) has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York Tribune (OO), daily and Sunday. Daily, now one cent—the best for the least.

## OREGON

Better Fruit (OO) the best and most influential fruit growers paper published in the world, monthly, illustrated \$1 per year. Sample copies, advertising rate card on request. Better Fruit Publishing Company, Hood River, Oregon.

## PENNSYLVANIA

The Press (OO) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. Jan., 1912, sworn net average, Daily, 85,563; Sunday, 174,272.

# THE PITTSBURG (OO) DISPATCH (OO)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home-delivered circulation in Greater Pittsburgh.

## RHODE ISLAND

Providence Journal (OO), only morning paper among 600,000 people.

## TENNESSEE

The Memphis Commercial-Appeal (OO) is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The Commercial-Appeal passes both quality and quantity tests. Daily, over 82,000; Sunday, over 80,000; weekly, over 93,000.

## WISCONSIN

The Milwaukee Evening Wisconsin (OO), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

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PAINTED  
DISPLAY  
ADVERTISING  
ASSOCIATION

SERVICE

Sales

Thos. Cusack Company

CHICAGO — NEW YORK

CLEARING HOUSE



We are proud of the fact that *Home Life* is a paying medium for mail-order advertisers. Stick a pin right in there—

For it proves conclusively that our readers are responsive.

No glittering generalities about the psychological effect of the appearance of certain advertisements in certain publications—but a cold, hard fact that so many dollars, spent in *Home Life*, brought back so much business.

You can't get away from figures.

Some foolish people will sneer at what they call "mail-order papers," but a lot of wise advertisers—a constantly increasing number—look with favor upon a publication which can produce tangible results.

*Home Life* is doing this every month.

We call it a "family magazine" because that exactly describes its character—but we are mighty glad that it has a good mail-order reputation.

If you have not heard our story, you will find it interesting. A card to our nearest office will bring it.

## Balch Publishing Co.

ARTHUR A. HINKLEY, Advertising Manager

200 Fifth Ave,  
New York City

141 West Ohio Street  
CHICAGO



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